



FOR EXTRA PROFITS

...bred for
STEPPED-UP PRODUCTION

TWENTY-THREE YEARS OF SERVICE TO EASTERN POULTRYMEN



31 Years of Steady Selection and R.O.P. *Chicks What It Takes for*

Our business has been built up to a capacity of 1,800,000 eggs at a single setting — up to the point where over six million chicks were purchased by Eastern poultry raisers in 1942 — by just one thing: *supplying chicks that get good results.* "Good results" is something that anybody can say quickly without thinking much about it. But "good" has many degrees. If a flock averages 100 eggs of 22 ounces and shows 80% livability it could be called good results; and the same term can be applied to a flock averaging over 200 eggs of 25 to 30 ounces and 95% livability. Actual figures like this cannot be promised by any breeder or hatcheryman because differences in equipment, management, feeding and

ELMER H. WENE

MEMBER COMMITTEE ON AGRICULTURE
U. S. HOUSE OF REPRESENTATIVES

Elmer H. Wene, owner of Wene Chick Farms, is Congressman of the Second Congressional District of New Jersey. He serves on one of the nation's most important committees — the Committee on Agriculture — dealing with an industry involving more than a billion-dollar yearly income. This position naturally follows Mr. Wene's years of experience in agriculture and poultry. Some of his previous positions are: President of the New Jersey State Board of Agriculture, President and Director of the International Baby Chick Association, President of the Cumberland County Board of Agriculture, President of the New Jersey State Poultry Association, President of the New Jersey Baby Chick Association.



U.S.
AND NEW JERSEY STATE
APPROVED
BREEDING

AT AUCTION AFTER AUCTION WENE CUSTOMERS GET BETTER THAN AVERAGE EGG PRICES

One thing you'll notice as you read the reports from Wene customers in this book is how often these people mention not only that they got lots of eggs from their Wene chicks but that the eggs were so big that they received premium prices for them. Here you have verifiable proof of the extra value of Wene chicks; for the egg sales reported by Egg Auction and Co-op members are published and can be checked just like the records at egg-laying contests. In other words you no longer have to guess about the quality of the chicks you buy; nor do you even have to depend on trapnest records or official R.O.P. records. You can find out in advance just how Wene chicks have performed for others. No wonder Wene chicks are the choice of more Egg Auction and Co-op members than any other chicks in the East.

WENE CHICK FARMS

**ALL WENE Straight Breed Chicks U. S. -
New Jersey Approved**

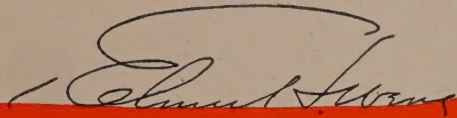
**ALL WENE Cross Breeds U. S. - New
Jersey Approved**



y Improvement Work . . . Breeder O. P. Breeding . . . *Have Given Wene* *for Increased Egg and Meat Production*

other factors differ on different farms. But we can and do assure you that our interpretation of "good results" is the very best that we can produce with the skill and effort and breeding stock we use. And we call your attention to the reports from customers printed in this book as an indication of *their* idea of "good results" from Wene chicks.

You can see from the description of our various breeds and matings that we attach great importance to R.O.P. breeding. This is a sound basis for a breeding program because it is the method that best assures that the good qualities of the parent birds will be transmitted to the offspring. For R.O.P. breeding does not stop with culling and selective mating, but follows through with progeny testing. Therefore if the daughters of a particular sire and dam do not come up to the production ability of the parents the whole family is culled out. In other words, the system is based on family records. That's the most important single reason why the "good results" that Wene chicks produce keep bringing customers—and friends of customers—back to Wene Chick Farms year after year in increasing numbers. Good results like these are the kind you need for this year's wartime food production effort.



One Out of Three Egg Farmers in N. J. Raises WENE Chicks

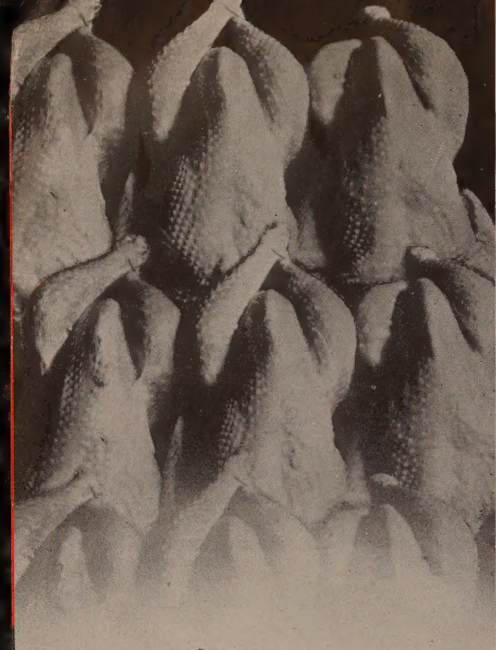
Both large-scale and small-scale poultry raisers depend on Wene for their chicks. Their continued patronage—and the new customers they attract each year by their success—have made Wene Chick Farms the East's largest producer of White Leghorns, of Heavy Breeds, and of Specialty Crossbreds. In our dependable breeding program we have worked for 30 years with the Atlantic Coast's White Egg and New England's Brown Egg specialists. Consequently you can choose any of the popular breeds in Wene Chicks and be sure of getting the kind of stock that will live, thrive, grow, and earn.



Vineland, New Jersey

Wene Chick Farms is a New Jersey and U. S. Approved Hatchery under the National Poultry Improvement Plan. This means that even our Utility Grade chicks come from U. S. Approved flocks. The better grades have New Jersey and U. S. Certified parent birds, and even Official State R.O.P. breeders.





Extra Egg and Meat Production . . . **IS MORE**

IMPORTANT THAN EVER BEFORE

DEMAND FOR QUALITY BREEDING IS BREAKING ALL RECORDS

Eggs and poultry meat have a new and greater importance. People are keenly aware of how vital they are now and have been for the last couple years. And they should not lose sight of the fact that they will continue in their popularity at least for several years to come. For eggs and poultry meat are preferred foods, rating high not only for extra palatability but also for extra nutritional value.

In America's role of food supplier to the world, dried eggs are an item of the very first importance because of their ease of shipping, their keeping qualities, and the fact that they pack so much nourishment in such little space. Egg-drying plants alone call for extra millions of dozens of eggs each year. On the meat side, canned chicken as well as fresh is taking on more and more importance.

The fact is that poultry raisers need have no worry about markets. There's a ready market . . . and a favorable one . . . for every last egg and pound of poultry meat they can produce.

With the demand for greater and greater production, it is fortunate that the poultry breeders' work during the past few years has been so thorough and so intensive. For a good breeding program increases both the egg-production capacity and the meat qualities of a strain. Flock averages for the entire country have been going up steadily. In the next few years they will probably take an even quicker rise, for the poultry raiser is at last catching up with the breeder, and the present

tendency is for him to buy the better grades of chicks and to feed and manage them more carefully.

This tendency is fortunate, for better-bred chicks produce more for each pound of feed and each hour of labor. In short, increased production is gained at lower production cost and without increasing equipment.

As you will note when you read the descriptions of our still further improved stock in this catalog, and the reports from customers giving last year's results, Wene chicks have just the qualities you need for extra production at lower cost. The big problem today, even with our great capacity, is to hatch enough of these high-production-bred chicks to meet the increased demand. You can be sure that the better kind of chicks will be scarce; and for that reason it is very important that you book your order at the earliest possible moment. It's the only way to be sure of getting both the quality and quantity of chicks you want.

MAKES 100% PROFIT ON CHICK INVESTMENT

This being an agricultural section of the state and incomes from farm products very small, most of the farmers have gone into poultry for extra incomes, chiefly raising broilers for city markets. Knowing the demand on the local market, during June and July for Leghorn broilers, I decided to try some.

Last April I bought 100 White Leghorn Cock-erels from Wene's. I sold them when 9 weeks old, averaging two pounds each. After deducting all expenses, I found I had made 100% profit on my investment.

Mrs. J. H. Bauserman, Mt. Jackson, Va.

AVERAGES 220 EGGS PER HEN

In 1939, I bought 200 Utility White Leghorns from you. I raised 200, as I received 206. I sold the broilers retail, 90 in all. After culling I had 85 pullets. At the end of the year, I had 80 left. They averaged 220 eggs per hen in the pullet year. I sold the eggs locally, and got top price.

They started to lay when they were 5 months old and very few peewees. Then I bought some others, to my sorrow, so I bought your Leghorn-Minorcas — 300 of them — in 1940. This was in Yaphank, N. Y. I now have about 200 laying hens and pullets which have laid well.

Steve Stiansen, Farmingdale, N. J.

EXTRA Large Scale PRODUCTION

Enables Us to Sell High-Production-Bred Chicks at Low Price

The way my breeding and hatching business grew to be one of the largest in the world in 23 years tells me I'm on the right track in selling an *extra-profit-producer* at the price of an ordinary chick. Twenty-three years of successful breeding for profitable egg and meat production is back of Wene "Extra-Profit" Chicks — 23

3 strains with the 1 more from your we have effected

improvements until today we have reached a standard we did not believe possible when we first started producing chicks. And because these improvements have been passed on to our customers — not at higher prices, but as extra values, Wene Chick Farms enjoy a year round demand for its stock that has made it one of the Largest Chick Producing Institutions in the World — from 22,000 chicks in 1920 to now more than 6,000,000 annually, with an incubator capacity of 1,800,000 eggs at a single setting. This giant-scale production is what enables us to sell chicks of outstanding quality breeding at such low prices.

Strategically Located to Poultry-Raising Center

uma, California, in the west . . . Vineland, e outstanding poultry center of the whole ited States. Here the poultry business l and prospered because it was established ntinued to build on the solid foundation , production-bred breeding stock. Many ost successful poultrymen secured their undation stock from us and we continue hem in maintaining and still further im-e health, growth and egg laying qualities ock.

d as we are in the very heart of this great progressive poultry farmers, we secure m of Their Crop" to produce our hatching a radius of 8 miles of Vineland there are 000,000 White Leghorn Breeders. Here, exceptional flocks of New Hampshires, and Reds, White Rocks, Barred Rocks, andottes and Jersey Giants — the finest of breeds for producing our cross-bred and chicks.

is one reason why southern New Jersey poultry center. In winter the temperature about 10 degrees higher than in surround-

WENE Captures Sweepstakes and Four First Prizes

Elmer H. Wene receiving from Secretary of Agriculture Willard Allen a trophy for high ranking chicks at the exhibit in Trenton, N. J., during Agricultural Week. Wene made seven entries in this poultry exhibit, and out of this number the following four first prizes were won:

WHITE LEGHORNS

. . . won first prize in their breed with a score of 99 1/4 points. This entry also won the cup for the highest points scored in the whole class.

WHITE ROCKS

. . . won first prize in this breed with a score of 99 points. This entry was second highest in points scored in the whole class.

WHITE WYANDOTTES

. . . won first prize in this breed with a score of 98 points.

BRAM-ROCKS

. . . won first prize in the crossbred class with a score of 96 1/2 points.



There is no Successful Shortcut in **THE WENE BREEDING PLAN IS**

**BY CULLING, SELECTIVE MATING, ADDITION OF NEW
BLOODLINES, BLOODTESTING, AND PROGENY-TESTING**

... The result of **31 YEARS OF POULTRY
IMPROVEMENT WORK . . .**

EVERY BREEDER INDIVIDUALLY SELECTED

In producing large numbers of chicks in various breeds and matings it is not practical nor desirable to keep all the breeding stock on one farm. Breeders as a general rule do better — and are less susceptible to disease when kept in flocks on different farms. By the careful selection of our co-operators and continuous supervision of their breeding flocks we exercise complete control over their breeding development. We supply our co-operative farms with Select and Super matings of Wene Chicks, direct from our own incubators. These are raised on clean range under the care of skillful poultrymen.

When mature, every bird is individually handled and selected. To be eligible for the breeding flock, she must be healthy and vigorous, also show good body type and color for her breed. If acceptable, she is bloodtested and banded.

There are definite standards to which our flocks of various breeds and matings must conform. These are strictly enforced. Every year, we push our standards a little higher. The blood of high-record hens is distributed through all our egg-bred matings. In our meat-bred matings we give particular attention to growth, plumpness of breast, skin color.

BRED FOR A LONG, ACTIVE LIFE

Strong constitutional vigor is the keystone of our breeding program. Without it no one can make real profits in the poultry business. We have always practiced a breeding program with health and vigor as the foundation — the development of strains that would stand up under high production to give a high average production for the flock rather than extreme forcing and a few exceptional individuals that would be short lived.

Every poultry raiser with experience knows that real profits are made only when high livability in the chicks and in the laying flock is coupled with heavy egg-production.

We do everything possible to assure raisers of Wene Extra-Profit Chicks that when they fill their laying houses, give the stock proper care and feed, they will be able to carry through a high percentage of their birds and get full use of their equipment.

NO PEDIGREED CHICKS SOLD

We do not sell any of our pedigree chicks or breeding stock — all of it is used in our breeding flocks which supply the eggs to hatch the chicks you secure. You get the entire benefit of our breeding and improvement work.

★ One of our breeding flock supervisors selecting a breeder, and banding her with a sealed leg band after the bloodtest.

Breeding CONTROLLED

200,000 BREEDERS BLOOD-TESTED FOR PULLORUM

Every breeding bird producing eggs to hatch Wene Extra-Profit Chicks has been bloodtested within the preceding calendar year. All chicks are from flocks tested for Pullorum disease (B.W.D.) by either the tube agglutination method or by the whole blood method under supervision of U. S. - New Jersey Authorities.

We were one of the first organizations in the east to adopt a definite program of bloodtesting breeders to eliminate any birds which might be carriers of B.W.D. This year more than 200,000 breeders have been handled, bloodtested and banded under our supervision. That our program of health improvement is succeeding is proven by the remarkable livability records Wene Chicks have made in the hands of our customers. Many do not lose more than 1% or 2% . . . even in big lots.



HEN BREEDERS PRODUCE BETTER CHICKS

Our use of hen breeders is an important factor in the production of healthier, sturdier chicks. For one thing, a hen breeder has been under observation longer and her qualifications are better known. Her ability to transmit good qualities to her offspring can be determined through actual results. A hen breeder, furthermore, produces larger hatching eggs, and the size and weight of the chick depends upon the size of the egg set. On the average the chick will weigh about 60% of the fresh weight of the egg. The use of large eggs has a limit, for eggs weighing more than 27 ounces usually do not hatch so well, so that 26 ounces is considered just about ideal. Chicks hatched from large hen eggs have a better start toward fast growth and early maturity.

.. BREEDING METHODS PROVED BY PROGENY TESTING

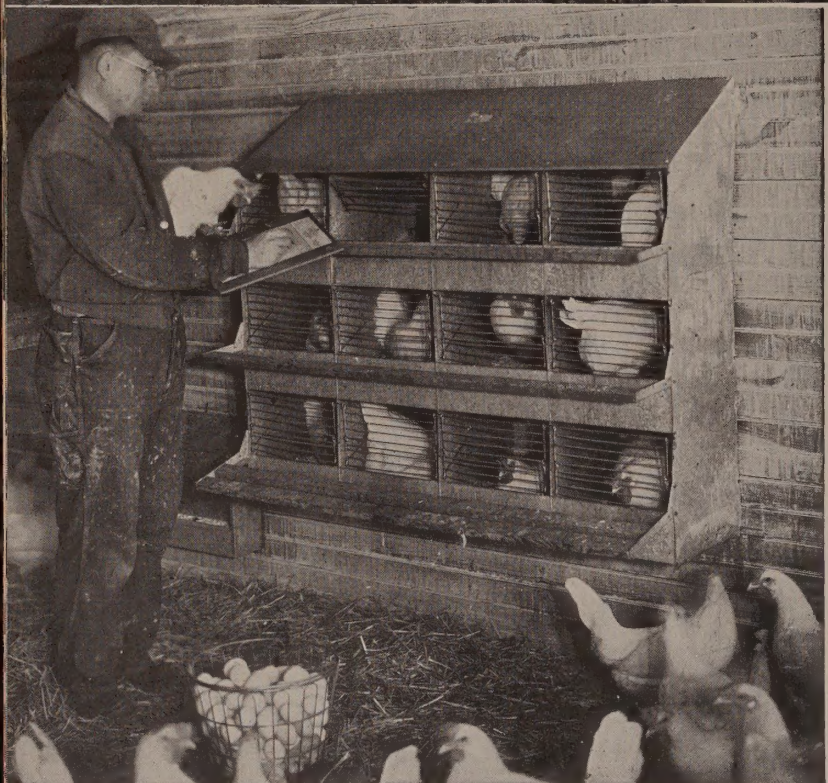
No matter how carefully our breeders are selected, we must constantly check our results by progeny testing. The importance of this can be indicated by a single



ABOVE . . One of our bloodtesting crews doing the work by the Whole Blood Method on one of our breeders' farms near Vineland. **LEFT . .** A pullet's vein under the wing is punctured to get the blood sample. **RIGHT . .** Next step — the blood samples on cabinet being tested with Rapid Antigen.

example. Broodiness is caused by two "genes" or inheritance factors, A and C, and both of these must be present in a bird for broodiness to become manifest. Thus the sire could be selected from a non-broody line and yet have one of the factors, A for example. The dam with which this male is mated might also be non-broody and yet carry the C factor. If this were the case, the offspring would have A and C in combination and would therefore be broody. If on the other hand, the A male were mated with an A female the offspring would not be broody but would carry one broodiness factor, and broodiness might crop out farther along the family line if this individual were mated with a C individual. This example shows why our breeding work must be carried on constantly year after year in order to insure the quality of Wene chicks.

HEN BREEDERS *mated with* GIVE YOU EXTRAORDINARY PRODUCE WENE WHITE LEGHORNS



TOP . . Healthy flock of U. S. - N. J. Certified Hens which produce eggs to hatch Wene Chicks.

BELOW . . Trapnesting Record of Performance Breeding Flock at Vineland, N. J. The attendant is marking down on the chart the number of the hen. Each hen's egg is likewise marked.

RIGHT . . These are pens of Select Hen Breeders from which Official Record of Performance Cockerels are produced to head our N. J. State Certified Hen Breeder Flocks.

BRED EXTRA BIG to Give Them Stamina for Heavy, Steady Laying of Large Eggs

White Leghorns are my specialty . . . so right from the start I decided to put something SPECIAL into their breeding . . . every customer who ever bought Wene White Leghorns will tell you how this special breeding brought him special profits. Our Leghorns are large size, big type birds. The pullet illustrated here will give you an idea of size and development at 6 months. Our White Leghorns have won an enviable reputation for themselves wherever poultry is raised for the production of premium price market eggs. Layers to be really profitable must not only shell out lots of eggs—but must produce big eggs of high quality that bring top market prices. Equally important is livability in the laying house—a long, productive, profit-making life. All of these factors are inherited characteristics—not a matter of chance. They start with the parent stock many generations back.

Practical Poultry Raisers Depend on These Wene Qualities

- 1. Strong Constitutional Vigor.** They are extremely vigorous and hardy . . . chicks easy to raise . . . and mature early. Being produced from Hen Breeders they inherit strong constitutional vigor that enables them to stand up under heavy production. Laying house mortality is cut to a minimum.
- 2. Large Size, Excellent Body Type Birds.** Under proper management they will weigh four to five pounds at maturity.
- 3. High Flock Average Production.** Many report flock averages of 175 to 200 eggs per bird—sustained production during the second and third year. Being early-maturing they make excellent fall and winter layers.
- 4. Producers of Large, Chalk White Eggs.** They are not only heavy producers but many customers report their big white eggs bring top prices at auctions and special white egg markets. Many growers secure 24 oz. eggs during pullet year—25 oz. or more after maturity.

60,000 Magnificent Hen Breeders

Within 10 miles of Vineland, there are over One Million S. C. White Leghorn Hens. From these flocks—many with average annual trapnest records up to 250 eggs per bird—we select just 50,000 Big, Choice Hens . . . NOT PULLETS . . . to produce Wene S. C. White Leghorn Hen Chicks. These breeders are from 2 to 5 years old and lay eggs averaging 25 to 30 oz. per dozen. The premium prices our customers receive for top graded eggs show the importance of our HEN CHICK PROGRAM. It is only from hen breeders that you can get big, full-bodied chicks with the inherent stamina for several years of heavy laying. And according to Dr. W. C. Thompson, head of the poultry department of the New Jersey State Experiment Station, it is the second and third laying year that balances your cost-income ratio in egg production. For these subsequent years write off your initial investment of approximately \$1 per hen required to raise the chick.



R. O. P. SIRESDUCTION VALUE

**Over 20,000 U. S. New Jersey
Certified HEN BREEDERS**

Produce Wene Super and Super X Mating Leghorn Chicks

I'd like to emphasize the HEN chicks from which we breed White Leghorns . . . using selected choice hens 2 to 5 years old, we KNOW what their trapnest records are and how their progeny tested out . . . so — you play safe with our HEN chicks. Ours are the largest State Certified White Leghorn hen breeder matings in New Jersey. Many are twice bloodtested, including the New Jersey Official Test for pullorum. These are the "cream of the crop" — the finest breeding values we produce. In our Super and Super X Mating White Leghorns you make an investment in proven earning power. Hundreds of our customers have reported extra profits they have experienced with our Super and Super X Matings — extra profits through heavier production — large egg size — premium prices for their big chalk white eggs. Many of their reports are in this catalog. Each year they replenish their flocks with chicks from our U. S. - N. J. Certified Hen Breeders — and take no chances on any other kind. These people have learned from experience that it pays to look below the surface in egg strain claims. Many hatcheries feature the egg record of one individual or pen record at an egg-laying contest — and give you the idea that all chicks they hope to sell will be the same exceptional layers. Experienced poultrymen know that a strain is an entire family — not a chosen few in a family.

Official 200 TO 314 EGG R. O. P. SIRESDUCTION VALUE

With 20,000 U. S. - N. J. Certified Hen Breeders we believe we have the largest output in the East of Official State Certified Hen Breeder Chicks . . . from flocks all headed by Official Record of Performance Males with Dams Record of 200 to 314 eggs. Every egg counted in the pedigree had official acceptance weight of 24 ounces or more to the dozen. Every record is an Official Record — not a Home Record. Every bird has generations of official record breeding in its family line — not just one generation.

Our U. S. - N. J. State Certified Hen Breeders

. . . are all 2, 3, 4, and 5 year old hens that have qualified for the stringent State Certified Requirements as to health, vigor, annual production and egg size. All hens weigh 4 lbs. or more. All hatching eggs used from these matings weigh 25-30 oz. per dozen — shells are pure chalk white.



**OVER 200
POINTS
PER BIRD..**

**for FIVE Con-
secutive Years**

We're proud of this Special Award, for it is further evidence of the kind of high-production breeding behind Wene's White Leghorns.



AGAIN AND AGAIN WENE CUSTOMERS

Get above average egg prices . . .

You can't blame a breeder for being happy about a record-breaking individual . . . but the thing that keeps us happy — and keeps our business growing — is the **HIGH FLOCK AVERAGE** on farms where Wene Leghorns are raised. There's little wonder for these letters . . . and hundreds more we haven't room to print . . . getting extra money for every dozen eggs . . . and extra dozens to market every week . . . is the sort of thing that kindles enthusiasm. Of course, no matter how good the stock is, results vary according to differing conditions of equipment, management, and feeding on different farms. Accordingly your results may be greater or less than those reported here. But remember, this is a year to redouble your care and management efforts.

Gets 5c Above Standard Price

I have learned three things during the ten years I have kept hens. First — buy my chicks from Wene. Second — buy the best chicks. Third — feed well and keep comfortable.

With a market such as ours, an egg route, one must always have top grade eggs to deliver if he intends to keep his customers satisfied and add new ones to the list. Our eggs must always be a little larger and a little fresher than the other fellow's if we don't want the customers to say, "I can buy better eggs from so and so." I can truthfully say that since I have bought my chicks from Wene my eggs have always been above the average in size — because of this we get five cents above the standard price and the customers are glad to pay it.

We housed 95 four month old pullets last September (1940). By October 1st, they were laying 50% and steadily increased until they laid from 60 to 70 eggs a day. They kept this up until October 1st of this year. After the first few pullet eggs, all eggs graded medium and large. This Spring we had no medium eggs, all the eggs graded large and extra large. I still have the 95 pullets housed last Fall, never losing one.

I believe that Wene breeding has accounted for the success I have had with my flocks, by giving me chicks that live longer and lay more and bigger eggs. I might add another thing — the Wene Chick Farms is the most accommodating place I have ever bought chicks, always delivering my chicks just when I want them. Chicks that jump right out of the box ready for their drink and dinner.

I have 150 cross-breed pullets coming into production now and they sure are a fine looking pen of birds. I will want to order more chicks for delivery later in the year.

Chas. T. Damon, R. 1, Island Pond, Vt.



Harry Vanderbelt, 13, of Pittstown, N. J., holding one of his Red pullets. His parents raise White Leghorns; but ever since Harry has been old enough to take care of chickens they have bought him Wene's Rhode Island Reds each year for his personal flock. He has been very successful with them.

GETS 5c TO 10c ABOVE MARKET QUOTATIONS

We have bought Wene Chicks for three years and have been very much satisfied and successful with them. This year's birds were exceptionally good, some were laying before 4½ months old.

The mortality has been very low, about 3%. They are laying between 60 and 75% at the present time.

We sell our eggs retail and receive from 5 to 10 cents more than the quotation.

We have not bothered keeping a flock laying record because I work every day and we keep only 200 layers, for that is all my wife is able to care for.

We certainly do believe that Wene breeding has had a lot to do with our egg profits because we have had the same old customers and many new ones which they have recommended us to. We didn't get many pullet eggs. They were mostly medium and large eggs.

With us it is Wene Chicks every year.

William Bowen, Summit Rd., Coventry, R. I.

5c OVER LOCAL QUOTATIONS

I sell all my eggs to my milkman. I had no difficulty selling any eggs from Wene's layers. He saw them and now takes all I have. He made his own price of 5c over local quotations.

From August 14th, 1940 to August 14th, 1941 I started with 134 layers, in 12 full months I got 2548 dozen eggs. I graded them as large, medium and pullets. I have no record of how many of each, but I do know I have lots of fancy large eggs.

I think Wene breeding had a lot to do with my success. I don't think that any other stock could have given such high production. I lost only 5 hens in the 12 months.

Mrs. Mabel E. Drew, 168 Lincoln St., North Easton, Mass.

\$1 Per Case Above Local Quotations

We dispose of our eggs through Walter Jacobs of Hensonville, N. Y. He owns a meat packing plant here and buys up eggs, packs them at his place and ships them along with his meat products. To save complication in packing, he has the producers grade their eggs as standard, medium, and all above as standard large.

From our Wene flock during the last eleven months, we have sold him about 30 cases of standard large eggs and as our eggs run so uniform in size, there were no mediums to be sold above our home use.

During the eleven months the prices varied and from receipts for eggs we find that the prices ranged anywhere from \$8.00 per case to \$12.50 per case. We find that the prices received from Mr. Jacobs averaged about \$1.00 higher per case than the local quotations.

We house only 75 laying hens. From these we cull every pullet which has any defects. We find this helps immensely to raise our production during these eleven months. From this flock of 75 hens we have received 935 dozen eggs, of which 875 were standard large or above. We consider this a very good record, average of 148.8 eggs per bird.

We started the year with 75 pullets, when one would die it would be immediately replaced by an excellent bird which we kept in reserve. During the eleven months we lost only four hens, their death being caused by prolapsis of the oviduct.

We have a neighbor who does not have the facilities for raising his own pullets. Therefore he is forced to buy from some one that raises them. There are several hatcheries in our neighborhood and this man has bought pullets from all of these. Three years ago he saw my flock of pullets and asked me if I would sell him 25. I did and he was so pleased he ordered 25 more for the next year. We then ordered some extra pullets and raised and sold them. This man has bought each year for three years. I believe this example explains for itself the better qualities which are obtained by your expert methods of breeding.

Mrs. W. M. Spencer, R. 1, Box 177, Windham, N. Y.

Premium Prices for Both Eggs, Meat

Of the 500 chicks we purchased from you in May, 1940, we still have sixty. These sixty have never gone into a moult or stopped laying. The eggs are all 30 oz. or over and we get premium prices for same.

Out of the chicks we purchased from you in January and April, 1941 (a total of 1000) we kept 300 and from these we now average 17 dozen eggs per day. These we grade small, medium and large. They usually run one dozen small, 9 dozen medium and 7 dozen large.

Our pullets began to lay at five months of age and we rarely ever had an egg that weighed less than 20 ounces even when they first started to lay. In fact, we get a great many double yolk eggs.

Our customers are all very well pleased with our eggs and we sell them so rapidly we never have any to carry over from day to day.

We plan to order another 1,000 Wyan-Rocks in January. We will handle these in the same way we have the past orders, selling the cockerels first, then culling the pullets. Thus keeping about 300 of the best layers. We find this to be the best policy because Wene Wyan-Rocks are a very delicious meat chicken, as well as good layers. They also bring premium prices when sold for meat.

Lillian E. Damrow, R. 1, Corning, N. Y.

5c PREMIUM FOR FRYERS

I am glad to write you about the success I had with Wene Chicks. I can say that I have had twice as much profit from your chicks as I had before I started buying them.

In the Spring of 1940, I bought 100 of your Barred Rocks. I raised 96 of them, but this was not all. I sold my fryers for a nickel more per pound.

I got my first pullet egg when only four months and 17 days old. I am going to put my order in for more Barred Rocks next Spring.

Ray Matthews, Farmington, Ga.

GETS BETTER PRICES FOR EGGS AND DRESSED POULTRY

On June 18, 1940, I purchased some Wene Hampshire Reds, Super Mating, and on November 20, 1940, they started laying. These chickens continued laying throughout that Winter and last Summer. They have grown very large and are very hardy.

Last Summer, I sent for 100 Wene Rhode Island Reds, Super Mating. I received 101 and raised 100, 53 pullets and 47 roosters. The pullets are just starting to lay and the roosters weigh 7 lbs.

I do believe that Wene Super Mating Chicks are responsible for my success, due to the fact that I can get better prices for eggs and dressed poultry and my customers are well satisfied.

Thomas L. Tompkins, East Chatham, N. Y.

Always Gets More Than Market Price

I'm ordering the same kind of chicks this Spring as you've been sending me the last three years. Your Bram-Rocks attract the attention of my farmer clients and they stand in awe, beholding their broad, deep, massive bodies, and with all active, and the bloom of their smooth, soft, luxuriant plumage and enormous downy fluff, they seem to spread all over the place.

They lay well and what we don't eat, we usually sell alive to the dealers here in town. They always pay more than market price and invariably say, "Don't forget us" and "We'll take all you have when you have more to sell."

The Bram-Rock Pullets in my pen now are a credit to your hatchery and my clients simply rave about them and ask me where I got them.

Dr. F. G. Steinbach, Wildwood Crest, N. J.

GETS 5c OVER THE MARKET

On April 26, 1941, I ordered 143 baby chicks from you. I kept 100 and let a neighbor have 43 of my baby chicks. They grew off nicely and I sold about 35 roosters, fryers, at 25c and 30c per pound, using about 15 roosters. I had nearly 50% pullets. I sold 25 of them at \$1.00 each and kept 20 for laying purposes.

My hens began to lay September 22, some of them laying every day. A few of my choice pullets started laying September 22 and have laid 62 eggs up until November 29, only missing 8 days laying during that time. They lay nice large eggs and I get 45c per dozen for them, 5c over the market. I only kept a few pullets this fall as feed was high, but am sorry I didn't keep all 50 pullets since they are the best laying strain of chicks I've ever owned.

Mrs. J. W. Quick, Box 137, Crozet, Va.

5c to 7c Over Market Quotations

On Staten Island there are no co-operative stores or egg auction companies. We poultrymen have to either dig for private trade or ship to Commission Houses in New York City. I prefer the private trade, because you also get broiler orders, besides egg orders.

I have a flock now of 300 White Leghorns and Leghorn Minorcas and they are all in first class condition at the present time laying 60%. Among this flock are 90 hens that started moulting in late October and finished from 10 days to one week ago. So for at least another 10 days they are a loss as far as egg production is concerned.

From October, 1940 to October, 1941, I sold about 100 cases of eggs from which only 3 cases were pullets, the rest going mediums and 5 cases going jumbo — that is, double yolks. The rest were standard large.

For the pullet eggs I received 40c per dozen, mediums 45c, and large 55c. I got 60c for the jumbo eggs.

I also sell on the average of 500 broilers per season. The season is from July to September. My prices were always from 5 to 7 cents over the market quotations and in fact one Commission House in New York offered me 42c a dozen for 40 lb. case lots, but I still preferred my own way.

I received 425 dozen eggs from my flock in the laying year. I started it with 240 fowls and added 125 to it in June. I culled from this, from time to time. I lost about 10 through mortality. I never had, until October of this year when I put the layers in the laying house, more than 230 layers. I averaged an 80 to 85% lay. I recommend the inherited laying strain of the birds. As a whole without it, all the feeds in the world wouldn't produce eggs.

To me "Wene" is like 18 karat on gold. The McCoy in their respective fields. I cannot recommend your hatchery too strongly to anybody. Believe me when I say this, no one but Wene could sell me chicks.

William Siegert, 57 Winfield St., South Beach, S. I., N. Y.



Official Record of Performance . . 200 to 314 Egg Pedigreed Cockerels

These rugged, bardy males with great constitutional vigor are from the hen breeders shown in front of the colony houses on page 9. They will be mated with State Certified Hens to produce our Super-Mating Chicks as described on this page.

A Typical Wene Hen Breeder

It takes robust vigor — inherited vitality — to stand the gaff of heavy production over a long life — and our Hen Breeders have it. Their body size, weight and production capacity are characteristically all their own. Their chicks inherit all these good qualities, transmitted to them by their parents.



Wene NEW HAMPSHIRE . . .

A BREED THAT GETS DOWN TO BUSINESS EARLY WITH FAST GROWTH OF FINE MEAT AND EXTRA QUANTITIES OF LARGE BROWN EGGS

I searched out the dominating New Hampshire blood of the country—right from New England breeding sources—to improve our New Hampshire chicks and make them an extra profitable investment for our customers. If I didn't know about this extra careful breeding work that's gone into Wene New Hampshires I'd be surprised at the way demand for them increases each year. Just read their profit qualification and you'll see why, too.

The chicks are so sturdy and rugged that it is possible to raise an exceptionally high percentage to maturity. Most of our customers do not lose over 2 or 3%. They grow very fast. They make broiler weight fast . . . 2½ to 3 pounds at 9 to 10 weeks is common. They grow uniformly also . . . an important advantage to market fowl producers. Pullets mature at an early age. They start laying when about 4½ to 5 months old. Egg size is remarkable for pullets. Pullet eggs will usually average 24 ounces to the dozen shortly after laying a month or so. Eggs set weigh 24 ounces to 30 ounces per dozen. Extreme hardihood of layers cuts death losses in laying pens. Pullets have the stamina to keep going under heavy production. They make great winter layers.

Flock Averages of 150 to 200 Eggs Are Typical

All chicks are from flocks tested for Pullorum disease (B.W.D.) by either the tube agglutination method or by the whole blood method under supervision of U. S. - New Jersey Authorities.

Top Ranking New Hampshire Pens In Three-Year Laying Test Average

In the records of the Council of American Official Egg Laying Tests for the three-year period ending September 22, 1941, Wene Chick Farms' pens of New Hampshires won first place in the one-to-seven pen class with an average pen record of 2815 eggs for 2937 points. Average mortality for this period was 7.6%.

25,000 New England Breeders Official State Tested

In building WENE flocks of New Hampshires, we have gone direct to the finest strains in New England, the foremost New England flocks. We control over 25,000 New England Bloodline breeders; over 7000 U. S. - N. J. Certified. These birds lay the eggs which by special arrangement are brought to our incubators in Vineland.

All these breeders in our Super and Super X Matings are selected and bloodtested under state supervision, many by the Agglutination test. They carry the true New Hampshire blood, with the lines of breeders who have dominated the Egg Laying Contest included in this great group of birds. In addition, we have built up a group of 15,000 birds direct from the finest New England blood right here in New Jersey, with the advantage of extra months of sunshine and range . . . a most important advantage which has maintained the famous New Hampshire vitality at the highest level yet to come to our attention.



The Value of Great Bloodlines Shows up in RESULTS Like These



★ This good looking flock of large New Hampshire pullets belongs to Alfred Sloan. Mr. Sloan put chicks out April 15th and they started to lay October 20th. In two weeks they were laying 25%. In November when this picture was taken they were laying 60 to 70%.

400 NEW HAMPSHIRE EARN \$98.80 NET PROFIT IN MONTH

On March 20th, I received 400 New Hampshire Pullets from you. I think they were the healthiest bunch of chicks I ever had. I only lost four in raising and had eight cockerels.

After culling, I put 370 of the finest pullets I ever owned in the laying houses. They started to lay on August 7th and by the middle of September were laying well over 50% of nice large eggs. They only laid a very few cases of pullet eggs when they first started to lay. At the present writing, after laying only about four months, these eggs grade 75% large.

I only live 40 miles from the city, and take my eggs in myself and sell them to stores. They are so well pleased with them, that they are paying me seven cents more than New York quotations.

For the month of October, I sold 535 dozen. They sold for \$185.30, and my expenses for the month were \$86.50. This left me a net profit of \$98.80 for the month.

I only lost two for the month of October and have only lost five since they started to lay.

It certainly stands to reason that the breeding back of Wene Chicks has everything to do with the success I have had with them. These pullets were the first I ever bought from Wene Chick Farms, but you have me for a customer in the future. I intend to buy 1,000 pullets this spring, 500 Leghorns and 500 New Hampshires.

Fred Boughton, Richmondville, N. Y.

80 Pullets . . 60 Eggs a Day

On April 9th, I bought 85 Super X New Hampshire Pullets and I raised 80 of these. They started laying at just five months old and I am getting an average of 60 eggs per day. One day they laid 71 eggs. I put lights on them at 3:30 every morning. They laid very few small eggs and now they average 26 to 28 oz. eggs per dozen.

I also bought 200 Sexed Leghorn Pullets from a local poultry man and raised 150 of them. I received more eggs from the 80 I got from you than I did from the 150 Leghorn pullets and they cost the same as the ones I bought from you.

I sell my eggs direct to the house and I get top prices for them. In fact, I cannot get enough to supply all my customers.

I will send you my order for baby chicks as soon as I can get my other laying house ready.

Ray's Poultry Farm —
Raymond Blakely, R. 2, Rahway, N. J.

MAINTAIN 70% PRODUCTION

I believe you may be interested in knowing how your birds stand up in actual commercial competition.

During the chick season of 1941, we purchased 1800 sexed pullet chicks, 200 of them were Wene Utility New Hampshire Reds. The others were divided among four breeding farms of excellent reputation. These chicks cost in some instances considerably more than Wene Chicks.

My Reds started to lay at the age of four and one-half months. In a little more than a month's time, they were laying at the rate of 70% and have consistently maintained that rate for the past four months. Though they were from a very early hatch, they have not lost weight or shown any sign of going into a molt. I believe judging from their present good condition that I will be able to bring them through the Winter without a slump.

In addition to having a better average egg yield, I have found them to have the following advantages: better chick livability, better pullet livability, a very small percentage of pullet eggs which makes for a larger profit. Only 1% cockerels in my order of pullet chicks and early maturity and large body size of good type.

I am very well pleased with these pullets and plan to do business with your concern during the coming season. Kindly send your price list for the coming year.

E. Van Brockhoven, Oakland, N. J.

200 Hens . . 185 Eggs a Day Regularly

I have been raising chicks from your farm for the past three years and have had very fine results from them. I have not lost any that I bought this past season. I am keeping New Hampshire Reds this year.

I have some that started laying at four months and 10 days from the time they were delivered from your farm. I have not kept a complete record, but they have been laying steady since they started. After the first week of laying they started to lay large eggs and I have been getting top prices for them. At present I am getting 62 cents per dozen for all my eggs.

I sell them to private families. At present I have 200 hens and never get less than 185 eggs per day. I bought chicks from about eight different hatcheries but never had as good luck with them as I have with your chicks. I will always be a booster for Wene Chicks.

Seely Utter, R. 1, Box 548, New Hampton, N. Y.

THESE ARE SO DIFFERENT . . . STARTED TO LAY AT 4 MONTHS, 1 WEEK

March 20, 1941, I received 100 chicks. Up to now I lost but three and that was in the first week. They are now eight months old. They were straight run and I have 58 pullets. I sold my roosters alive for 25c a pound when they were three months old. Some weighed seven pounds and over. I sold them at the door and could sell more if I had them.

My pullets started to lay when they were four months, one week old. I was very surprised to find eggs so soon. I have never had pullets laying at that age. The first month I got \$22.00 above my feed bill. It looks to me as if they are still laying.

I sell all my eggs at the door just now for 55c for the large and 45c for the medium. It is a fair price I think and my customers are very glad to get eggs only one or two days old. Sometimes I must go to my coop while my customers are waiting to get their eggs. But they don't mind waiting, when they know that the eggs they get are what they want.

I intend to keep my pullets for two or three years. I have never kept hens more than one year, but I think these are so different that I am going to try and see what they will do.

I am well pleased with my Wene Super X mating chicks and a few of my friends say that they are going to try some.

Mrs. A. Akutowicz, Windsor, Conn.

Wene WHITE ROCKS

**Extra Large Birds, Fast Growing,
Heavy Laying, Developed from
World-Famous Wilburtha Strain**



Few, if any, varieties equal the White Rock for meat and eggs. They are in big demand over the entire country by large and small commercial broiler raisers and egg-producers. Many prefer them, too, for capons and soft roasters.

Our original foundation was the famous Wilburtha flock that won high honors at New York and other leading poultry exhibitions. Personally bred by the late M. L. Chapman for more than 20 years — probably no strain of White Rocks in America ever won higher honors. We were indeed fortunate in obtaining the entire original Wilburtha flock along with the services of the late Mr. Chapman.

We have continued to improve our White Rock bloodlines on meat-making and egg-production qualities. Wene White Rocks are easy to raise, hardy and quick maturing. They have the frame and capacity to take on weight rapidly — further reason why we supply so many to broiler raisers. In the heavy breed class — the hens make excellent layers, producing the finest large brown eggs. They are real hustlers — plump and active — not the coarse, baggy type of White Rocks. Many enthusiastic letters come to my desk from customers who raise White Rocks. Their extra weight and extra meat quality bring extra profits, and their very rapid growth cuts production costs. You'll find that a winning combination. We strongly recommend them as a very profitable meat and egg breed.

Ex-Railroad Man Establishes Successful Broiler Business

After forty-three years of service with the Chesapeake and Ohio Railway Co., I took my retirement several years ago. After wondering what I would do, I finally decided to start a broiler plant. I remodeled a building on the back of the lot and bought regular equipment for one hundred a week capacity. Since that time I have learned many things. The most important lesson I learned was that a chicken is not always just a chicken. That we usually get just what we buy and that it always pays to get the best which is the cheapest in the end.

I then heard of your hatchery and wish to say the best chickens I have ever been able to get were from the Wene Hatchery. They have always been as you represented them to be and proved to be the finest broilers I have ever had. It surely has been a pleasure to do business with you. You have always been so fair and upright in your dealings.

I have never yet had to make a claim because the chickens were such good strong chicks that it has never been necessary to do so. I have never had to advertise and cannot raise them fast enough.

I will soon enlarge my plant to take care of the demand and I assure you that they will be Wene Chicks in the future for me.

Charles E. Fretwell, P. O. Box 595, Staunton, Va.

Learns That Well Bred Chicks Are Cheaper

In 1940 I bought your chicks and on previous years also, but the chicks were much higher this year and I felt I could profit by paying less for the best grade chicks at another hatchery. I now realize my mistake.

Up to this time the pullets have not started laying at all, while last year they were laying well by Thanksgiving. It certainly pays to buy Wene Chicks, and I'm paying in a very expensive way by feeding non-layers. I've learned my lesson and shall buy Wene Chicks hereafter.

I am very sorry I keep no records of my laying hens. My hens laid better than any of my neighbor's hens and they marvelled at the number of eggs per day that were laid.

A man in our neighborhood takes my eggs the year around, and sells them at retail top market prices. He tells me he makes five cents per dozen for retailing them. He has paid me 40, 42 and 45 cents during the months of September, October and November. All through the year he has a demand for my eggs, as they are larger and are the brown eggs from these New Hampshire hens.

My father bought the Super AA Grade White Rocks from you and his pullets have been laying for two months.

Mrs. R. W. Eaton, Back Bay, Va.

Wene **BARRED PLYMOUTH ROCKS**

A Dependable Dual-Purpose Breed, Favorites on the Live Fowl Markets, Bred Up for Steady Egg Production

When a customer asks me for an all-around, dual-purpose bird — for both eggs and meat — I can recommend our Barred Plymouth Rocks with complete confidence that ordinary care will produce fine results. Our Barred Rocks are hard to beat. In many broiler sections they are grown almost exclusively, because on leading poultry markets these plump, meaty birds command a premium.

They grow quickly . . . feather out evenly and by selective mating we have developed early maturity and heavy production that keeps right on through the winter months.

We have given special attention to maintaining full standard weight. Many strains of Barred Rocks average far below the standard for the breed.

While we have not tried to produce a fancier strain, our Barred Rocks are beautifully barred and are very attractive.

RE-ORDERS 2700 BARRED ROCK CHICKS

Kindly find order for 2,700 Barred Rock day-old chicks enclosed and check for same. You will please note that shipment is for Jan. 12th, on or about, you will please notify us by return mail what date we can expect these chicks.

Also kindly note that to date your chicks have been the finest of the fine and that your last shipment of 2,700 ran less than five per cent in mortality and that at this writing they are ten weeks and three days old and scale an average (with the exception of a few culls) of two and a quarter pounds including pullets, which is considerably better than the average the state quotes.

J. B. Mury,
Long Valley, N. J.

HIGH SCHOOL FRESHMAN GETS GOOD START

I am a Freshman in the Salem High School. On April 24, 1941, my father bought me 100 Wene Barred Rock Chicks. They did very well from the start.

My total expenses for 86 surviving chicks cost me \$30.00. I sold these chickens when they were 12 to 14 weeks old to my neighbors at an average of 3½ lbs. I received \$62.30 for a profit of \$32.30.

My father was so pleased with the results I obtained, that he bought me 150 of the same kind of chickens, Wene Barred Rocks, on September 17, 1941. These chicks are not nine weeks old and are averaging over 2 pounds. These chickens are so lively that my total cost for medicine was only 75c.

I hope to continue increasing my flock, as I intend to keep the pullets for laying.

Marie Mahoney,
R. 3, Salem, N. J.

MARKETS 12-WEEK BROILERS AT \$1.25 EACH

Good breeding is the most important thing to look for in the chicks you buy. Wene Chicks belong to a family that has no superior.

My order of May 1st was comprised of 100 chicks, 54 cockerels and 46 pullets. I lost only two of them and during the first week was when I lost them. From the beginning the chicks seemed to have a head start on all others I've seen.

At eight weeks the cockerels I intended to market were separated from the pullets. They were induced to heavier eating and at three months tipped the scales at 4 to 4½ lbs. A good chick from the start — a good broiler at twelve weeks. I marketed them at \$1.25 each.

Wene Chicks do not vary in quality. At present I have 46 fine pullets, direct descendants from your famous chick farm. At eight weeks of age the pullets were gradually changed from chick saver to growing mash with scratch feed. At five months I supplied laying mash and before the sixth month was collecting some good sized eggs with strong even textured shells.

The layers have retained their vigorous health and are highly commended by all who see them.

The best chicks you can buy are the cheapest in the end. Hundreds of poultrymen will get a good start into a profitable business with Wene quality chicks.

I can honestly recommend them to anyone and thank the Wene Chick Farms for their splendid contribution of fine breeding — a head start in any man's way of thinking.

Mr. George Ketchum, 48 Platt St., Glens Falls, N. Y.

WENE CHICKS IMPROVE LIVING CONDITIONS FOR THE TICES

Mrs. J. A. Tice, Sr., of Saugerties, New York, raises broilers. Mr. Tice works at a cement plant, and the income from Mrs. Tice's broiler business is used for improving their home and making life more pleasant and comfortable. Wene Barred Plymouth Rocks are her breed, and she starts about 300 chicks each month from March to December, then she skips two months and starts over again. She says, "I figure that I make \$2.50 per day for myself and that, I feel, is very good money." Some of the things she has done with this money include: buying new dining room furniture, remodeling the kitchen in tile, buying a new, up-to-date sink and fixtures, buying an automatic refrigerator. In addition she puts some of the money back into her poultry business, building new houses, fences, etc. She expects to buy a new oil stove soon, and with this year's profit she will install a bathroom in the home.



Wene S. C. RHODE ISLAND REDS



KEEP ON LAYING AT A PROFIT

Wene chicks are certainly better chicks—healthier and better layers. A couple of our neighbors bought cheap chicks and lost heavily. When pullets begin to lay in August as ours did last year and keep on laying at a profit for over a year with the exception of one month, I feel it is quite a record! And as it was our first venture into the poultry business, Wene breeding must have had something to do with it!

Mr. and Mrs. M. A. White, Wardsboro, Vermont.

The Greatest Layers of the Heavy Breeds . . and a Fine Meat Bird Too



Starting as a local variety in the State indicated by their name, the Rhode Island Reds have spread over the country. Millions of Rhode Island Reds are raised every year for the broiler trade. And other millions are grown into fryers and soft roasters. In the egg-laying contests, the R. I. Reds hold the World's Record over all breeds. Individual records of 300 eggs and over are frequent. In my 1000 breeders direct from Parmenter bloodlines I have carefully selected in order to transmit to the chicks the qualities that have given Rhode Island Reds the world's record in egg laying. Result: Wene Reds continue to win at contests.

Our Reds have long rectangular bodies of good depth and with abundant breast meat. The birds dress out well with a rich yellow skin. The pullets make excellent layers of good-sized brown eggs. Any tendency toward broodiness is continually being eliminated. Egg-laying ability has been developed by injecting high-record blood.

HAVEN'T FOUND A NON-PRODUCER YET

100 Rhode Island Red Pullets arrived April 15th. June 1st, I put 98 in the range house, of which 7 were cockerels. They started laying on August 27th and on September 12th, I put 90 pullets in the laying house. On Nov. 1st, I was getting 50 eggs per day and on Nov. 20th, 75 eggs per day or a little over 80%. They look now as if they would hold this all Winter. This is the best lot of pullets I have ever raised and I have been raising them for nearly 50 years. There isn't a cull and I haven't found a non-producer as yet.

Clayton Guthrie, R. 6, Greenwich, N. Y.

★ Mr. and Mrs. Christie and their Record of Performance Rhode Island Red (Wene Super - X Mating) Breeding Flock (the largest in New Jersey). Pens from this flock scored high honors at the Storrs 1937-38 Egg-Laying Contest as shown by the Certificate of Production and Ribbons also shown here.

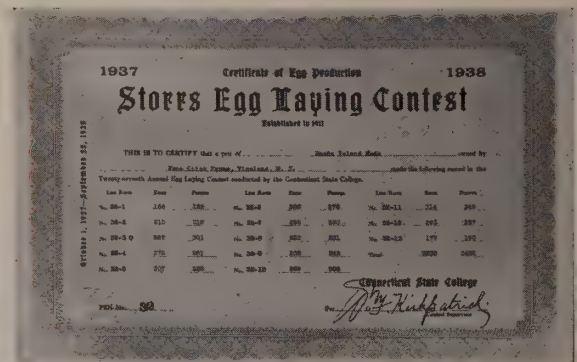


Record 1937-38 Producers at Storrs

- 3 Hens in the 260 Egg Class
- 5 Hens in the 280 Egg Class
- 2 Hens in the 300 Egg Class

Our 1938-39 Pen Record at Storrs

3156 Eggs — 3289 Points





Wene JERSEY WHITE GIANTS

**The Heaviest of the
Meat Breeds . . . Also
Fine Winter Layers**



Wene Jersey White Giants have come to the front these past few years. For years the eastern market sought a heavy luxury chicken and Wene Jersey Giants have filled that need. The plumage of these birds is snow white, and that plus their symmetrical form and heavy weight make them an exceptionally desirable market fowl. My Giants are the first choice of broiler, roaster, and capon growers because the Wene stock in this breed has been bred and raised expressly for the purpose of supplying the Eastern market with a heavy luxury chicken.

We started with the pioneers in breeding for the most desirable market and production qualities. Today we have massive Jersey Giants that are the first choice of the capon grower, the roaster producer and broiler man.

They make weight economically — and the flesh is so tender and delicious that growers find them ideal for building up fine restaurant and hotel trade. They dress

out beautifully and leave nothing to be desired from this standpoint.

They are a hardy fowl . . . show excellent early development. The White Giant hen lays a large brown egg which meets the egg of any brown egg breed on equal terms. And the extra vigor and sturdiness of this "Heavyweight Breed" has also made it a very desirable winter layer.

Wene JERSEY BLACK GIANTS

We have quite a large number of select breeding flocks in this variety in our three matings. They have the identical characteristics of the white variety and are becoming equally popular with the capon and heavy roaster trade.

ALL OVER 3 1/4 LBS. AT 11 WEEKS

I have been meaning to write you for the past week. My chickens are now just twelve weeks old and I have sold broilers since they were eleven weeks old, ALL over 3 1/4 lbs. Today's are 4.5 to 4.8 and if that isn't good I'd like to know what is! Most of these are the heavy cross breeds; the Leghorn cockerels weigh 3.3 to 3.5 and that isn't bad either.

Being a beginner and really depending on these, as my husband hasn't been working since January, you can imagine how delighted we are. To top things, because I kill and dress them, I am able to get 31c per pound, locally of course.

Could you tell me what breed, the grey with white breast feathers and some sprinkling of brown on the back, could be? A cross, of course, but they develop so fast and fill out so well that in my next order I should like to have all of that breed.

Thank you a lot for your kind interest.

Mrs. J. E. Goldberg, Glen Cove, L. I., N. Y.



★ White Jersey Giant Capon Flock of James Burke, Willow Grove, New Jersey.

Wene

White WYANDOTTES

**Outstanding Cold Weather Layers . . . and
a Fine Breed for Broilers and Roasters**

My customers in the northern states like my White Wyandottes because these birds like cold weather. They keep right on laying, even in severe winters. The Wyandottes are short and blocky birds with tight feathering and rose combs. They are especially adapted to regions where the winters are severe. They are less susceptible to frozen combs and do not seem to mind the cold.

The U. S. Department of Agriculture describes the Wyandottes as "good general-purpose breed, well adapted for flesh production, and a good layer when bred for egg production."

Wyandottes have long been a favorite broiler breed, because they make clean, plump yellow carcasses, nicely rounded. As they do not become rangy, they can be marketed at any age.

We have bred the same strain for 13 years. By careful selection of the eggs, we have developed excellent egg size. This is a real laying strain.

It is a real pleasure to work with these gentle, beautiful birds. They combine both the egg-laying and the meat-producing qualities. They are heavy enough to meet the demand for blocky broilers and roasters, yet not too heavy for economical egg production. They mature early and keep right on laying through the winter months, producing beautiful brown eggs of good size.

HOBBY TURNS INTO PROFITS

Two years ago, I started out with 50 chicks from local dealers. These took over nine months to produce. Many of my neighbors told me that this was normal. I started 24 from another dealer and these took nine months.

Last March I received 100 from you. These started laying in early July and in August and September I received 42 to 46 eggs per day from 60 pullets. The others were sold for broilers. These weighed from 5 to 6 pounds at 18 weeks.

Right now they are in neck molt and I only get 24 to 26 eggs from 46 pullets. Even though they are in molt they have such fine meat that the local market will pay me more than the auction market prices.

As for my eggs, I never went away from the house. Word of mouth advertisement. Better yet taste them. I always receive retail prices and over for the eggs and I am sold out every night. The eggs weigh from 24 to 32 oz. per dozen.

I began with only a few, but am building a larger house and next Spring will order more. It seems that what started with a hobby will turn into profits. So far they have completely kept themselves.

I would say from my own experience, that anyone can start with Wene Chicks and not worry about the outcome. I'll never experiment with other chicks now.

Thank you kindly for all your fine services.

Mrs. Jack Goldberg, Glen Cove, L. I., N. Y.

BREEDING SHOWS UP IN EGG SIZE

Your chickens lay fine large eggs, not so many small ones and that speaks well for the breeding of Wene chicks. My chickens are nice large R. C. White Wyandottes. They grew and made such nice pullets. You have the nicest White Wyandottes I have found in years.

Mrs. C. Tilghman Bishop, Queenstown, Md.



Wene **WYAN-ROCKS**

An Original Blend with Exceptional Production Features . . .

"Wyan-Rocks" is a copyrighted name for my special blend that I developed 18 years ago to meet the demand of New Jersey broiler growers for quick growth at low cost. This special breed was so successful we now have to produce one million annually to meet the widespread demand.

In this famous cross-breed of Wyandottes and White Rocks . . . eighteen years of breeding development has produced results even beyond our expectations. The good news has spread fast and we now produce tens of thousands, to fill the fast growing demand.

In combining White Wyandottes and White Rocks, we have intensified their good qualities and offer you an outstanding three-way, extra-profit breed that is without comparison.

Experience of growers has shown that Wyan-Rocks will make broiler weight (2½ pounds) from 10 to 15 days earlier than pure straight breeds hatched at the same time. You get a quicker growth at less cost. Bodies are plump . . . the skin is a rich yellow . . . the meat is tender and delicious. Being white, they dress out nicely. There is no better breed for producing light roasters (4 to 6 pounds). They give you a smoother carcass than straight Rocks.

Wyan-Rocks are especially well adapted to the requirements of those who raise broilers in batteries. They have the vitality and vigor required for intensive poultry keeping. Because they dress out so nicely, their quality appeals to the select private trade.

Many poultrymen keep the pullets for layers . . . or sell them at a good price for laying purposes. They make excellent layers of large brown eggs and their quicker growth . . . early maturity returns another extra-profit in high quality eggs.

We originated this famous crossbreed. The name Wyan-Rock is copyrighted with the U. S. Government. There is only one place you can get them . . . from Wene Chick Farms.

80-YEAR-OLD DOING FINE WITH WYAN-ROCKS

I thought I would report on the chicks I got from you. They were shipped on March 18th, 1941 and I am proud of them. They are fine, have done exceedingly well I think and no help at all.

I brought in the first egg today (August 7) so could not resist writing you. Isn't that doing pretty well? I only lost one chick right at the first. I am an old fellow who has just passed his eightieth birthday. My wife is just as proud of them as I am and we both say hurrah for the Wene Chicks.

Charles D. Thompson, Pleasantville, N. J.

FAMOUS 3-WAY PROFIT PRODUCER . .

ROASTERS . .

*Plump, smooth Light Roasters
in less time than it takes
purebreds.*

BROILERS . .

*You get 2½ pound Broilers
10 to 15 days earlier than
purebreds.*

EGGS . .

*Pullets develop into heavy lay-
ers of large brown eggs.*



★ Typical Wyan-Rock
cockerel and pullet
photographed on one of
our breeders' farms.
Their performance is
as good as their looks.

Hundreds of Customers Praise the Profit-Earning Ability of **Wene WYAN-ROCKS** . .

DOING A FINE LAYING JOB IN BATTERIES

This is practically our first experience in raising Wene Chicks or any other chicks. We have 91 of them in batteries. They are Wyan-Rocks and do they fill their cages with eggs! Their eggs certainly make a mouthful when you go to eat one.

We sell them to private customers. One man came in to see them. Then he had to have his wife come in. He said he never saw anything like it. They were the finest hens he had ever seen. He bought some eggs — and some double yolked ones. The price had advanced when he came again, but he said he did not care how much they cost, they were worth it as they were the nicest eggs he ever had and those double yolked ones, he said, "O Boy!"

Another customer said she liked our eggs for cake baking because they stood up so stiff when she whipped them.

We bought our chicks from you the 24th of March, 1941. They started laying August 10th. The month of September they laid 1208 eggs. In October 1721 eggs. Thirty-four hens have laid two eggs each in one day and two hens have laid three eggs each in one day. The hens have not been out of doors since we had them, but keep them in batteries.

Five dozen eggs have been extra large and double yolked. Every egg is weighed and graded and candled. We have two grades now, 22 oz. and 24 oz., and are getting 45 and 55 cents for them. We sell them at about market price.

You should hear them sing and whooper up a perfect chorus the minute we come in sight and the minute we disappear it is still as a grave. They are great pets and not a bit afraid. We would like to keep more when we get a place for them.

We started with 100 chicks and thought a lot of them were going to be roosters, but there wasn't a rooster in the bunch.

Mrs. Arthur T. Wilson, Prospect, N. Y.

Grow Very Quickly . . Start Laying at 4½ to 5 Months

We have had the most wonderful luck with Wene Chicks. We have had Wene Wyan-Rocks for the past five years and find them wonderful layers. Also very satisfactory for market.

We think that Wene breeding has everything to do with the success of these chicks. They are very hardy, and yet they grow very quickly and start laying from 4½ to 5 months. We never had pullets do this before. We would not change for any other breed. We are 100% for Wene Chicks.

You will receive our order in the Spring. We also want to say that Wene is the most honest person we ever dealt with. You can depend on his word.

Orlando H. Broun, R. 8, So. Brewer, Me.

CAN'T BE BEAT FOR LIVABILITY AND LAYABILITY

I want to tell you how we make our Wene Chicks return the most money for their flock. In this part of the state, there aren't any egg auctions or cooperative organizations for selling eggs, so we do the best we can through other sources and have worked up a private retail trade in the nearest city of a population of about 13,000. This is also the chief market for all the eggs produced within a radius of 20 miles of it.

We do not record each day's eggs, but keep a record of all eggs, dressed chickens and dressed fowl sold. In the year from October 1, 1940 to September 30, 1941, we marketed 1505 dozen eggs for \$515.47. These ranged in price from 28 to 45 cents per dozen or an average of 34 1/5 cents and varied from 5 to 10 cents per dozen more than we would have received by trading them at the local stores.

One hundred twenty-three pullets started the laying year; 72 birds were on hand at the finish; 48 were culled out to meet the consumers' demand for a dressed chicken, and three died, which I think is a record hard to beat.

In order to hold our customers, quality and uniform size is of the greatest importance. The eggs are sold in one dozen cartons and are ungraded except as we pack them to meet the exacting demands of a city housewife. Right there is where Wene Wyan-Rocks fill the bill. Their eggs are large, evenly colored and they lay as many as the lighter breeds while all the cockerels and fowl are sold dressed to our egg customers.

For livability and layability, Wene chicks can't be beat. Right now we have 127 Wene Wyan-Rocks, 7 months old, laying 50% while 130 cockerels brought us \$150.47.

Mrs. Samuel Davis, R. 1, Mooers, N. Y.

Your profits with broilers depend on turning feed into meat fast. By cutting down growing time, my Wyan-Rocks save money. By growing into prime birds they bring top prices. The pullets have plenty of stamina for heavy, steady egg production. I'm sure you'll like this different, better breed, too.

Four Years of Fine Production and No Disease

For the past four years, we have used only Wene Chicks and like them by far the best of any we have ever tried. Our farm is located on the State Road at the foothills of the Adirondacks near Kayuta and Hinckley Lakes, so we have the advantage of a large tourist trade in Summer. We buy unsexed chicks as we have a good demand for broilers and roasting chickens. We usually buy Wyan-Rocks on account of their fine yellow skins and rapid development.

This year we received our chicks on May 1st, and made our first sales on July 18th. From 187 shipped, we sold 83 cockerels at a total of \$110.84 and housed 97 pullets. Two other pullets were killed for food. The pullets began laying on September 2nd and to date have produced 182 dozen eggs. These eggs are packed in attractive cartons bearing a guarantee both from us and the firm whose feed we use as to their quality. These are sold locally, mostly to regular customers, tourists or campers. The balance are sold to a local store.

We get top prices for both medium and large eggs. At present we are receiving 39c for mediums and 48c for large. As we had some demand for white eggs, we bought from you on June 16th, 211 Leghorn-Minorcas. These are just coming into production and we are highly pleased with them.

In these four years we have had no disease in our flocks and we think this is due to the quality of the chicks we receive from you, as heretofore we had lost heavily from range paralysis and pullorum.

It is due to our good luck and fine healthy birds that several of our neighbors have become interested in your chicks and are trying them this year. We are planning to build a new house to hold 1,000 hens during the coming year and they will surely be from Wene Chicks.

John A. Hennessy, Remsen, New York.

EXCEPTIONALLY GOOD FOR THE DRESSED-AND-DRAWN TRADE

Perhaps you might be interested to know that we have developed a very nice demand during the summer months for 5 and 6 pound chickens with your Wyan-Rock Cockerels. These we sell, to a large extent, all dressed and drawn ready to cook. We find this breed works out exceptionally well for this trade as they are a plump, blocky bird and the white pin feathers are easier to remove.

While the chicks from the better matings cost a few cents more, we feel there is more profit in them as they develop faster.

Our order last Spring for 300 Wyan-Rock Cockerels was caught in a severe storm while on the road, and one box was chilled badly. When we wrote about the dead ones on arrival, we included money enough to bring the order to 100 chicks. This was sent on a Saturday and the chicks came the following Wednesday.

On the whole flock we cleared 66c per bird, all expenses paid, and had several chickens to use ourselves.

N. Ralph Baker, Victor, New York.

500 PULLETS . . . \$500 PROFIT

On May 1st, 1940, I bought 500 Wyan-Rock Pullet chicks from you. I had splendid success in raising these chicks. In the fall I put 315 pullets into winter quarters and sold the remaining pullets at a good profit. My pullets began to lay at five months old, and although I have no heat in my hen house, they continued all through the cold winter months. In April I sold 155 of them.

I cannot praise these chicks too highly. I heartily recommend them to anyone who wishes to make some money. I am more than satisfied with Wene chicks. They develop into large hens, healthy and vigorous. They lay large eggs. To date I have made a profit of \$500 and have 60 of them left.

On April 1st, 1941, I bought some more of your chicks. I have 300 pullets and they are now laying 65%. The price of eggs is much higher this year so I expect a higher profit.

Mrs. R. J. Fairchild, Constable, New York.



SEXED CHICKS

**ALL PULLETS or
ALL COCKERELS**

**95% Accuracy in Sex
Selection Guaranteed!**

My hatchery was among the first in the country to offer the advantages of sex separated chicks to our customers. During the past five years we have supplied more than 6,000,000 sex-separated chicks to egg farms and poultry meat producers throughout the east. The excellent results our customers have experienced is proof of the skill of our expert sexers. We use only American sexers, and these skilled workers, under our method, do the sexing without injury to the chicks. They are masters in this fine art. I recommend our sexed chicks highly if you're interested in egg or broiler production exclusively.

SEX-SEPARATED CHICKS AVAILABLE IN WHITE LEGHORN AND ALL HEAVY BREEDS

(See Price List for Details)

ADVANTAGES OF DAY-OLD SEXED CHICKS

1. If you prefer chicks for egg-production exclusively, you can purchase 100 day-old pullets and be guaranteed of getting at least 95 pullet chicks. You save the brooder space, feed, care and time of feeding cockerel chicks.
2. Pullets do better when they are not raised with cockerels, and grow more uniformly.
3. If you raise chicks for broilers or roasters — or males for breeding purposes you have the same advantage as Point No. 1 — the saving in labor and expense.
4. In order to make the greatest possible profit — cockerels should be brought to the broiler stage as quickly as possible. Pullets, however, should be matured more slowly in order that they develop strong, healthy bodies to stand up under heavy production. By raising sex-separated chicks you can feed each sex as best suits their requirements.

More Evidence of the Results of GOOD BREEDING

CHICKS ESTABLISH FUND FOR MUSICAL EDUCATION

"Necessity is the mother of invention" and in these times most of us on the farm have to invent ways to raise money. My daughter was nearing the age where she needed some instruction in piano playing, so two years ago, I decided to try my luck with broilers as a starter for the fund.

From the Wene Chick Farms I purchased 150 day-old heavy breed chicks. My equipment consisted only of a good coop, so I invested in 20 feet of heavy mesh wire, similar to that used around flower beds. This I used to enclose my kitchen range and with a roll of tar paper for floor protection I put them under the stove and kept them there, with a wire run outside the range for two weeks. I was careful to keep an even temperature, a clean floor, plenty of water and mash and lost just two chicks in the two weeks.

Then I began putting them out during the warmest part of the day and was very careful not to let them get chilled so they never crowded. At six weeks of age, I sorted the cockerels and pullets and had 79 cockerels and 67 pullets, showing a total loss of four.

The cockerels I sold to individuals as we are not near a co-operative market and the proceeds were \$129.26. My feed bill up to this time was \$46.40, so I had a profit of \$60.75 after deducting the first cost of chicks and wire. In addition I had 67 pullets, 40 New Hampshires, 16 White Rocks and 11 Barred Rocks.

At five months of age, I began feeding them laying mash and from then on for one year I averaged 40 eggs a day and sold 15 dozen a week all the time to local customers averaging me 35¢ per dozen.

I purchased 100 chicks last Spring and raised 62 pullets. These pullets are now five months old and are beginning to lay 25%. Do you not see why I am proud of my Wene Chicks?

Mrs. Wright H. Tabor, Dover Plains, N. Y.

WINS 4H AND F.F.A. PRIZES

I am sending you a report of my prizes won on Wene Chicks which I exhibited at the Boonville Fair. The following prizes were won in the 4H and F.F.A. Department:

Rock Hen	2nd
Rock Trio	3rd
Rock Cockerel	4th
N. H. R. Cockerel	3rd
Rock Hen	1st
R. I. R. Cockerel	3rd
Rock Pullet	3rd
Rock Pullet	4th
Rock Cockerel	3rd
Rock Trio	2nd

Charles Hall, Boonville, N. Y.

Averages 230.7 Eggs per Bird

My pen of 59 pullets altogether shelled out a total of 13,506 eggs in 52 weeks, which gives them an average of 230.7 eggs per bird. This record was accomplished without any fancy fixtures and without artificial illumination.

In addition to laying at a high rate, they lay large size eggs. I have often seen a flock of pullets perform like this for a few weeks, but too often it is only for a few weeks. Think what it would mean in added income if every home flock could keep up their production above 62.7% for the entire year.

This flock is my pride and the talk of the neighbors. Everyone remarks about their size and durability. I am truly proud of every one of them, and you may be sure I'll buy my chicks from now on at Wene's. Quality is remembered long after price is forgotten.

Paul E. Marks, R. 1, Box 343, Sinking Spring, Pa.

WENECross CHICKS

Give You the Extra Vigor, Livability, Fast Growth, and Heavy Production Resulting from Expert Hybrid Breeding

The marvelous possibilities of crossbreeding was one of my earliest enthusiasms — and after twenty-two years in the chick producing business, I'm even more enthusiastic. Crossbreeding done with experience and skill can do a lot of good on the profit side of poultry raising. Early in my poultry experience I learned that the crossing of two different purebreds, properly selected, resulted in the offspring having the best characteristics of the parent breeds plus hybrid vigor, ruggedness, and increased productivity.

Such results have been found by workers in many of the State and University Experiment Stations. As stated by Carl H. Schroeder in "Facts About Crossbreds" published by the Subscribers Service Bureau of Everybody's Poultry Magazine, "the major virtue of crossbreeding is increased stamina and, consequently, lower mortality, accelerated early growth, better feathering, earlier maturity, greater production, and higher hatchability of the eggs."

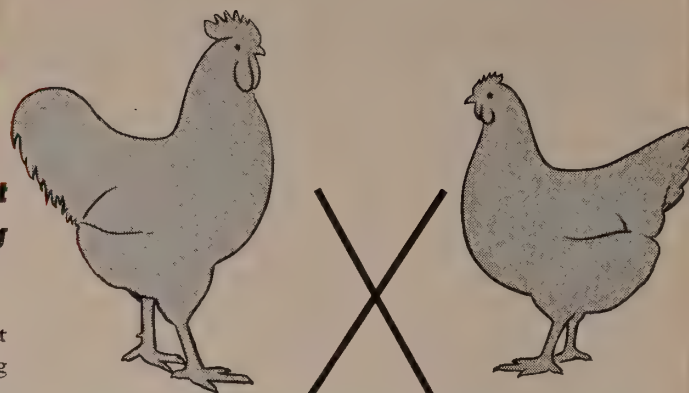
Dr. D. C. Warren of the Kansas Experiment Station reported an average of 213 eggs for a flock of crossbreds — an increase over either purebred parent strain to the extent that four crossbreds laid more eggs than five purebreds. Mortality among the crossbreds was 3.2% while among the purebreds it was four to six times as high.

Many other figures are on record that establish the advantages of crossbreds. And the experiences of our own customers who raise WENECross chicks bears out these scientific experiments.

It seems that the only disadvantage of crossbreds is that you can't breed from them: only the first cross produces the beneficial results. But this is really no disadvantage when first-cross WENECross chicks are always available at our hatchery. We maintain the purebred parent chicks for the purpose of producing these WENECross chicks.

Experience and Skill Count in crossbreeding. The best results are obtained only when the right purebreds are crossed. As one of America's pioneers in crossbreeding we have perfected our skill by long experience so that today we can and do supply poultry raisers with millions of WENECross chicks for the simple reason they make them more profit.

We have developed our own crosses for the man who wants broilers, our own crosses for the man who wants soft roasters, our own crosses for the man who has a specially fine outlet for heavy roasters and capons. We have also been successful in producing excellent egg crosses. WENE has not imitated. WENE has originated. WENE'S WYAN-ROCK CROSS and BRAM-ROCK CROSS are our own development. The buyer of cross-



**EXPERT CROSS-BREEDING
YIELDS EXTRA PROFIT-
EARNING ABILITY . . .**



bred chicks has long ago found that *the experimental stage has been passed and is over with* at WENE CHICK FARMS. We know the fine art of mating for the extra quality in CROSSBRED chicks. *These extra advantages* in breeding skill are yours in WENE CROSSBRED CHICKS.

AT LAST, A STRAIN OF MONEY-MAKING HENS

I bought 500 pullet Wyan-Rock chicks, May 1, 1940. They came through in fine shape. When it came time to put them into the hen house, I found I had too many for the space I had so I sold some of them at a very good profit, and I have 320 for myself.

I sell my eggs at a grocery store as we have no very big market near here. At first I got 25c a dozen for pullet size, the eggs were very good size, for the first ones. In a couple of weeks they were going as mediums and I received 30 cents for them. In the month of November I sold 88 dozen mediums and 90 dozen large size. I received 37 cents a dozen for large size eggs.

Of course my chicks are only a little over seven months old but they are now laying 58 per cent and are gaining every day. We have had some very cold weather, 20 below zero, but they did not stop laying at all and my hen house isn't heated. I am more than pleased with them, and feel that at last I have got a strain of hens that I can make some money with. They are strong, healthy, and very active.

Mrs. R. J. Fairchild, Constable, N. Y.

LEGHORN-MINORCAS AVERAGE 285 EGGS

Some time ago I purchased Leghorn-Minorcas from you and they were most satisfactory. The average lay was around 285 eggs.

I hope to be able to purchase about 300 Super X Leghorns around week of January 8th.

At your earliest convenience if you will let me know the cost of the above, also what credit I have with you.

Trusting you will favor me with an early reply and thanking you for your past favors, I am,

William Corcoran, West New Brighton, Staten Island, N. Y.

Broilers Bring Premium

I was very much pleased about your chicks of last spring . . . the broilers bringing premium prices, the low death rate and quick feathering. The pullets laid at five months and matured early to look like hens.

Kindly send me your new catalog for further business with a fair business man.

Preston Raynor, Islip, N. Y.

WENECross LEGHORN-MINORCAS

The White Egg Cross

Combining the Laying Ability of Leghorns
with the Body and Egg Size of Minorcas

If you can imagine the egg production of fine White Leghorns plus the egg size and meat qualities of heavy breeds, that's my WENECross Leghorn-Minorcas. I've been making this cross only seven years, but it's on the way to becoming one of the most popular hybrids. From a long experience in crossing heavy breeds — primarily for more profitable meat production, we have at the same time secured increased egg-production. What is true of the heavy breeds also proved out with the Leghorn-Minorca cross.

This cross produces a pullet larger than a Leghorn and broilers reach 2 pound weight as quickly as any heavy breed.

The Minorcas are the largest of all the Mediterranean or egg breeds and lay extra large eggs. Not only are the eggs large but the breeders themselves are large and unusually hardy. The standard weight of the cock is 8 lbs. — hen, 6½ lbs.

In crossing the Minorcas with our best White Leghorn females we get the good qualities of both plus hybrid vigor — the rugged strength and size of the Minorca — with large egg size — and the White Leghorn female transmits fast growth, early maturity and high production of its parents. This is a combination no poultryman, catering to the large white egg market, can overlook. Much depends upon the quality of the strains crossed and in this feature we have been extremely fortunate in blending bloodlines that gave us just the results we were after. Try them this year — a pleasant and profitable surprise awaits you.

★ These WENECross Leghorn-Minorca pullets belong to Paul Mierseman. He tried a brood just as an experiment, and here is the result. They inherited the best qualities of their parents. They developed quickly and are keeping the nests busy . . . laying large, chalk white eggs. You can just see their size, body type, and robust vigor.

5c TO 10c ABOVE LOCAL QUOTATIONS

We have told many people about our chicks bought from you and how fine and healthy and how well they had laid and didn't tell you so we are glad to do so now.

We had 115 layers last year and I always have shipped to the New York Market. We shipped 69 cases from these pullets, which were graded as follows:

811 Jumbos	30½c	— 24c	— 28c	— 38c	— 40c
417 Large	28½c	— 22c	— 26½c	— 35c	— 37c
609 Medium	25c	— 20½c	— 26c	— 33c	— 34c
191 Pullets	20c	—	— 22c	—	— 28c
17½ Pewees	18c	—	—	—	—

The above is a sample of prices received taken from the average shipments. We think that we have received from 5 to 10 cents at least above local quotations.

The only record I have is from the statements returned which of course does not include from one to two dozen eggs used at home per week and a few sold by the dozen. However I intend to keep a complete record the coming year. I had 130 layers and have 115 at present.

I can truthfully say we believe your breeding stock must be the best, for we have never had such fine healthy chicks that matured so quickly and laid such fine large, white eggs. You can see we had more of the 26 oz. eggs than of either the large, medium or small. Also what a small number of small eggs.

We are planning to buy more chicks from you next Spring. I have kept from 100 to 500 layers in the past 30 years, but feel that we have had the most satisfaction and profit from Wene Chicks.

Mrs. George Robbins, Canadea, N. Y.

5c PER DOZEN OVER LOCAL QUOTATIONS

I was unable to make a 1941 purchase, but am greatly satisfied with my 1940 flock. I housed 140 birds and have 120 at present.

My eggs were shipped to the G. L. F. Co-operative. I had 65 cases starting November 27, 1940 up until the flock began moulting in the middle of October, therefore, making eleven months of constant laying.

Yes, I did receive at least 5c more per dozen over local quotations.

My birds produced 2000 dozen eggs from the time they started laying last October 2 until the present time.

I certainly think Wene breeding had everything to do with my better profits as the eggs graded more large than anything else.

Ellis L. Taylor, R. 3, Walton, N. Y.



It Takes Fine **PUREBRED** Parents and **EXPERT** **CROSS-BREEDING** to Yield Results Like These

Laying Over 75% at 6 Months

On May 15th, I received 100 Leghorn Minorca Chicks with which I have been greatly pleased. I sold 46 cockerels at good prices and have 44 pullets housed.

The first egg from this flock was at four months and 28 days. Now at six months they are laying over 75%. As to the egg size to date, about one-third are pullet eggs and the balance about equal of medium and large with splendid shell and color.

I am averaging ten cents per dozen more for eggs than last year. The average price is about 40c. We are twenty miles from an egg auction so eggs are sold at a local store and private customers, all of which are well satisfied.

On September 19 you shipped me 100 sexed Rhode Island Red Cockerels, which have developed very rapidly. I have some at the end of nine weeks that weigh from 2½ to 3 lbs.

I have been better satisfied with Wene Chicks than any I have had before and expect to buy again the coming year.

Mrs. Harrie D. Knickerbocker, Bangall, N. Y.

QUICK BROILERS . . . EARLY LAYERS . . . EXTRA LARGE EGGS

I am just writing to tell you that the 250 Leghorn Minorca Chicks that I bought from you are the most profitable I have ever had in twenty-five years experience with poultry. Quick broilers — early layers — extra large eggs and no loss from disease.

The pullets started laying at 4½ months and were soon laying 60%. Very few of the eggs graded smaller than medium. They are now laying 85% and grade extra large.

I sell them to customers in Utica, N. Y. who are glad to pay 8 cents over the market price for such large white eggs.

This was a small trial order, but I assure you that next year you will receive a much larger one.

Lewis Turner, Oriskany Falls, N. Y.

Eggs Very Large, Good Shape, Chalk-White

I will enjoy writing you about my flock of Leghorn Minorca chicks which I received March 15, 1941. They arrived just before the three day blizzard, but they came through that in fine shape, continuing to thrive, grow husky and strong.

I ordered four hundred super mating chicks and received my first egg from a beautiful large pullet at the age of four months and two days old. They increased in egg production steadily and on August 30, 1941, we moved 192 very large pullets weighing from four to six pounds each, into their laying house. They have continued to lay from 50 to 60%.

The eggs are very large, good shape and a chalk white shell. I received very few pullet eggs as they soon became mediums. They are the healthiest chicks I ever raised and I do believe that Wene breeding has everything a breeder can give to a customer.

I do not ship to anyone in the Summer, as I have a store at Silver Lake, N. Y. where all my eggs and broilers are sold. My customers are still coming for the nice large white eggs that these chicks lay. I always receive retail prices for them. The surplus is shipped to Hunter, Walton in New York City in the Winter.

My broilers also were a huge success in every way. Health, size and the ability to command good prices.

My flock of 250 Super X chicks received September 19th are coming along in A-1 shape. I sold my broilers at nine weeks old, weighing from 2 to 2½ pounds each. I now have 135 pullets showing their Wene Chick Leghorn Minorca breeding ability to make them grow.

I say for larger, healthier chicks and bigger and better eggs try Wene's Leghorn Minorca Chicks.

Mrs. Ethel Munger, Castile, New York.

THE KIND OF CHICKS THAT PAY

Received Leghorn-Minorca chicks June 18th and they are all alive 100% (103 of them). Mostly all feathered.

I have had Wene stock and chicks for three years and find that they are early to feather, fast growth, and great producers of large eggs.

I am thankful that there is a hatchery here in the northeast that hatches and ships the kind of chicks that pay.

Luther G. Wood, Holland Patent, N. Y.

If the market where you sell prefers white eggs I strongly recommend these Leghorn-Minorcas to you. Both the parent breeds are white egg layers and the combination produces pullets that lay unusually large chalk-white eggs. Read the results obtained by these Leghorn-Minorca raisers.

Wonderful Layers . . . 30 Oz. Eggs

Please send me your price list of Leghorns and Leghorn-Minorcas. I had Leghorn-Minorcas last year from you, and they are wonderful layers, the eggs weighing 30 ounces and over per dozen.

Mrs. Wm. J. Henderson, Otisville, N. Y.

LEGHORN-MINORCA PEN AVERAGES 224 EGGS PER BIRD . . . 30 OZ. AND OVER

I am glad to say that my Wene Chicks that I got last April, 1940, are grand. I am just starting in at a small rate. I have one pen of White Leghorn Minorcas of 34 and they have laid in 12 months 7,647 eggs. They go from 30 to 32 oz. a dozen.

My customers think there are no other eggs as good as mine. I tell them they are Wene Chicks, the best on the market.

Last June I bought 100 Minorca Pullets and I can tell you they are grand. They are five months old and are ready to lay. You will look for an order in February, 1942.

Mrs. William J. Henderson, Otisville, N. Y.

BIGGEST EVER

The last lot of chicks I received from you, Leghorn-Minorca cross, are the fastest growing lot of chicks that I have ever seen and at a month old, are larger for their age than any chicks I've ever raised or seen at that age. They were so large that I had to move them out of my battery two weeks sooner than I figured. They sure are fine chicks.

W. E. Pruden, Livingston, New Jersey.

THE BEST-PAYING INVESTMENT FOR THE YEAR

A neighbor told me of the quality of your chicks in midsummer and gave me a price list. The next day I ordered 100 of your Leghorn-Minorca Cockerels, mostly out of curiosity. The quick shipment of my order amazed me. I have worked with chickens for fifteen years and can truthfully say I have never seen nor had healthier chicks.

When they were about a month old, a Minister from Eastern Virginia visited here and in passing the runs where they were remarked, "Wene Chicks!" I asked him how he knew, when there were various runs of other chicks. He had raised Wene Chicks and was high in his praise of them.

Two of my friends from other towns ordered 100 Leghorn-Minorcas and 100 Barred Rocks each after I gave them your price list and were equally as pleased as I.

That 100 chicks was the best paying investment I made this year. The percentage of profit in return for expenditure and labor was greater by far than on any other chickens I raised for market.

I plan now to make a greater venture in 1942 in Wene Chicks, both cockerels and pullets.

Herman D. Updike, Huddleston, Virginia.

2c to 5c a Dozen Premium

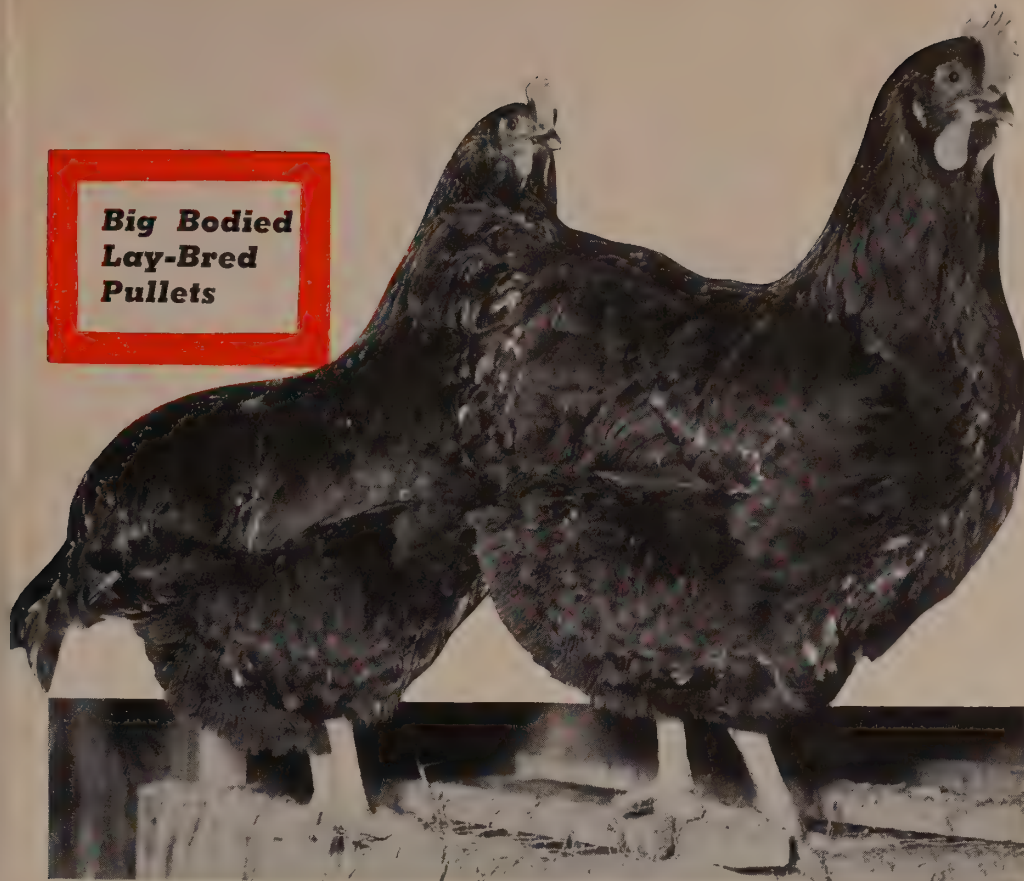
From January 2 to December 10 we sold 4,084½ dozen large or 136 cases, and 4½ dozen; and 1,180 dozen mediums or 39 cases and 10 dozen mediums; 1 case pullet eggs which we use for baking and cooking. This covers a period of 11 months and 2 weeks. We do not grade more than three grades, large, medium and pullets. We get from 2c to 5c a dozen more than we do at home.

We have about 200 old hens and about 200 pullets, all Wene stock.

Yes, Wene breeding had something to do with more profits because of the breeding of old chickens of a laying record and are 3, 4 and 5 years old. Those hen eggs produce healthier chicks and your Leghorn-Minorca Cross is an extra-fine breed and a fine heavy layer chicken.

Mrs. John W. Craumer, Glen Rock, Pa.

**Big Bodied
Lay-Bred
Pullets**



WENEcross RED-ROCKS

Our **SEX-LINKED
CROSS . . .**

**99% Accuracy in Sex
Selection Guaranteed**

These chicks are produced by mating our select Rhode Island Red males with heavy-laying Barred Rock females. The chicks are sex-linked, that is, sex can be determined at hatching time by plumage color. This cross is a real opportunity if you want to raise all pullets for egg production or all cockerels for the

broiler market. The outstanding profit qualities of this hybrid are due to the excellence of the parent stock. Being Hybrid Chicks they possess extraordinary vigor and inherit the best characteristics of the two parent breeds. With WENEcross Red-Rocks greater vigor and resistance to disease assures lower mortality. They feather extremely fast . . . make more uniform, fast growth at less feed cost. And the pullets are heavy layers of large, top-quality brown eggs.



Wene REDrock Cockerel

NEVER HAD SUCH LAYERS BEFORE . . . WANTS MORE

Last June 12th we received 201 Red-Rock pullets, Select Grade. November 1st we put in winter quarters 176 beautiful heavy pullets. November 13th we got our 2 eggs; November 30th, 15 eggs; December 15th, 72 eggs; December 31st, 106 eggs. In January the most eggs a day were 117 to 120. Mortality up to this time was 9. February 28th, 111 eggs, and March 31st, 118 eggs. Mortality to that date was 20 pullets in all from November 14th.

We never had Leghorns lay like these cross-breeds and I want more soon.

Mrs. Burton Brown,
Monroetown, Pa.

RED-rock *Pullets*

To have a flock of extra good layers try these Hybrid Red-Rock pullets, produced from our best strains of Rhode Island Reds and Barred Rocks. With one-half the brooder house space, expense and equipment, you can raise all the pullets you can accommodate . . . have them uniform in age and the early-maturing kind that make excellent winter layers. Because of their hybrid vigor, they are long life layers and real money-makers. These females are a dark red color . . . almost black.

RED-rock *Cockerels*

These WENEcross cockerels are produced especially for first class prime broilers and soft roasters. They feather out and resemble the Barred Rocks when matured. They are exceptionally vigorous and quick-growing, and feather evenly and rapidly as they grow. Many report 2 lb. broilers in 8 to 10 weeks. Commercial broiler producers prefer them for their quick, profitable growth.

April Hatched Red-Rocks Laying in August

I sell all my eggs at the farm and I retail from house to house in nearby towns. I average 54 to 58 dozen a week now. I have 65 Red-Rocks in one pen that started to lay August 25th and laid 44 eggs for that month and are all over 50 percent.

I received my Red-Rocks the 8th of April, 1940. I raised 95 nice pullets, not a cull in the whole flock. The best price received for my eggs—Peewees 25c and large 50-35-40c.

I can truly say all the chicks received from your hatchery are the best I ever raised and have been raising poultry for 13 years.

G. F. Gerhard, Weatherly, Pa.

WELL-BRED PARENT STRAINS Plus HYBRID VIGOR Gets Profitable Results . .

TURN OUT EGGS WITH NO FUSS, NO FANCY FEED, NO EXTRA LIGHTS

Wishing to get started with a flock of hens, I sent an order to you for baby chicks. The first year, 1939, I had 75 heavy assorted, utility chicks. Having no brooder house, I rigged a pen on a table in the kitchen for the first three weeks. After the first week I carried chicks outside during daytime. I raised 69 of them and 43 were pullets. They began to lay at about 5½ months, and, I must say I was very much pleased at the way they turned out eggs, with no fuss, no fancy feed and no extra lights. I was so well pleased that in 1940 I ordered 100 of the same kind of chicks. Again I had to resort to crude ways to brood them, but I raised nearly 90. Though there were only 33 pullets they were extra good layers, and all of them happened to be White Rocks and White Wyandottes, so they made a pretty flock and laid lots of big brown eggs. I didn't have enough to sell anywhere except to grocery stores and private customers but my grocer used to remark, "My! What nice big eggs!" When customers would bring egg cartons to be filled, my eggs would fit so tightly, and the covers would bulge. At the end of their first year, and molting, some of them half naked, my Wene hens lay 45 to 55%, or sometimes even 60%.

I figured that if Utility chicks could do that good, that Super chicks would do enough better to pay to buy them, so this year I ordered 100 Super Heavy Assorted. I raised 87 but only 24 were pullets. They were shipped June 10th, 1941 and are beginning to lay. Also on July 14th, I had 100 Super Wene Sex-link X Red-Rocks shipped, and now at 4½ months they promise well. They are growing combs and look extra good. Including some hen hatched chicks and 11 old hens, I have 156 head this winter, and though pullets are late, they all promise well, and I expect to ship eggs this winter. I certainly will never buy anything but Wene Chicks. They are hardy, healthy, large, good layers and early maturing. You have done a big job well when you bred Wene Chicks. Maybe my success doesn't mean much to poultrymen who keep hundreds and thousands of layers, but the country is full of farm women like me who keep a hundred or more hens to have money to buy the dozens of things needed in the home and to keep clothes and school supplies for a growing family. To them I say, "Buy Wene Chicks, every year, and have success."

Mrs. Gertrude H. McCoon, R. 3, Towanda, Pa.

Eggs at 4½ Months

I am very much elated over my "Sex-link" Red-Rock pullets which I bought March 15, 1941. I received my first 3 eggs today. I have never had better looking pullets and I have never heard of getting eggs from heavy breeds at 4½ months. I weighed one today and it weighed a little over 5 pounds. I have no roosters and I didn't lose any until two chicks got crowded in my range shelter.

I sold 25 chicks at 75c each when they were 3½ months old and I have received much better offers since. You can be sure of any future orders by me.

Richard L. Allen, Danville, Vermont.

"Wonderful layers," "Getting premium prices," "Best I ever raised," — I get hundreds of letters with phrases like these about our Red-Rock chicks. I am sure that with ordinary good care you can get equally profitable results on your farm.

Gets Top Prices

As I am not in the chicken business on a large scale, I haven't the exact record of my flock at hand, but I do want to tell you the success I have had with Wene Chicks.

I have been raising hens for several years and have bought chickens from many hatcheries. Five years ago, a friend recommended Wene Chicks as they bought their baby chicks from you. I sent an order to you then and had good luck the first year. I have gotten your chickens every year since then and cannot tell you how pleased we are.

We buy Red-Rock Sex-Link Pullets. They grow fast and lay a large brown egg. I ship to the Boston Market and get top prices for my eggs.

I suggested your hatchery to a neighbor last year and he bought 500 Sex-link Red-Rock Pullets. I saw him yesterday and he is very much pleased with them and said they are laying well.

Mrs. Leon Batchelder, Richmond, Maine.

52 PULLETS . . . \$46 CLEAR AFTER 4 MONTHS OF LAYING

The chicks I bought from you March 18th, 1941 have been very satisfactory. They began laying at 4½ months old and have laid as high as 75% and are laying 50% at present.

I have made \$46.00 clear on them above all expense of feed, litter, egg boxes, shells, and grit. I think this is doing very well for four months laying. I have 52 pullets now and have not lost one or had a sick one since they started to lay.

I get 65¢ large eggs and get 54 cents for large and 49 cents for mediums at our local store.

Guy Fitzroy, Hinsdale, Mass.

28-33 EGGS A DAY FROM 44 HENS

My chicks arrived Saturday morning, March 15th. Two chicks were dead out of 101. The 99 chicks left were all healthy and lively. They are a week old today and I still have all of them. I am very much pleased with their growth and development.

My forty-four hens which I raised last year are laying from twenty-eight to thirty-three eggs a day. They are good, heavy, healthy pullets too.

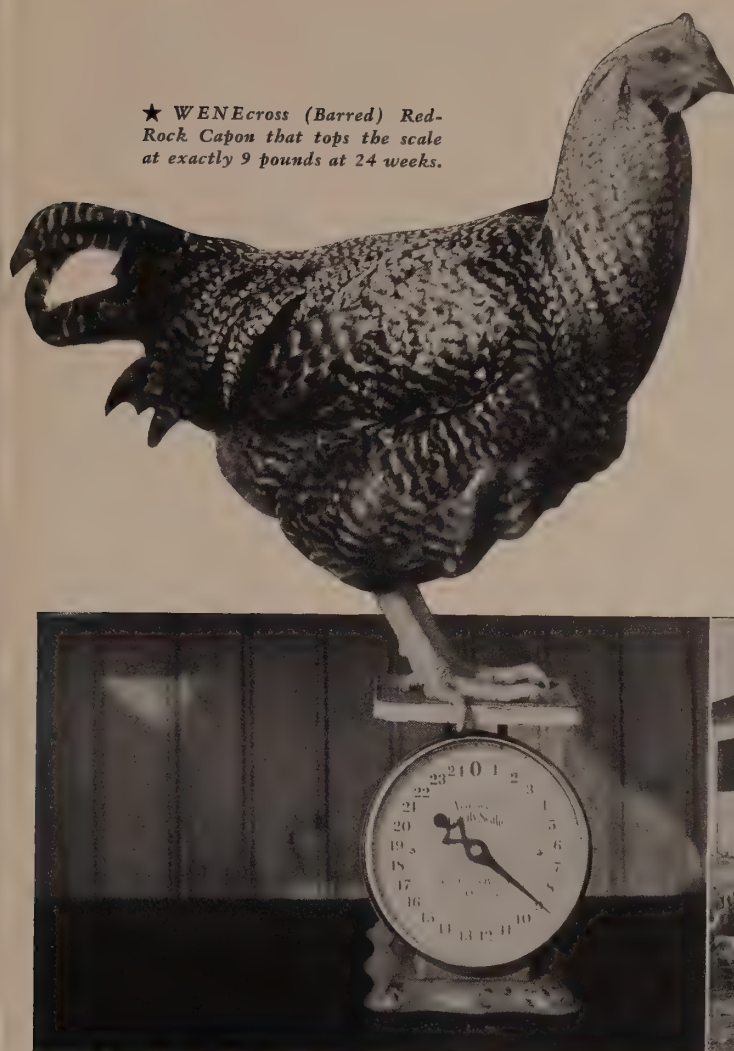
I am very well satisfied with my chicks and hens and you can be sure of my order next year.

Richard L. Allen, Danville, Vt.



WENECross (BARRED) RED ROCKS

★ WENECross (Barred) Red-Rock Capon that tops the scale at exactly 9 pounds at 24 weeks.



.. Fast Growing Birds for Broilers, Roasters, Capons .. Persistent Layers of Big Brown Eggs

My barred Red-Rock cross are exceptionally vigorous birds that grow unusually fast into plump, well-meated broilers and capons. The pullets make fine layers, too, because of the breeding behind the parent stock. These chicks are produced by mating our best strain of Rhode Island Red females with selected Barred Rock males. In this cross both pullets and cockerels are barred, and look very much like Barred Rocks. They develop into unusually large birds, and because they have hybrid vigor in addition to the fine qualities of the parent stock laying house mortality is very low. They develop rapidly and evenly into prime broilers and they make excellent tender-meated capons. The pullets mature rapidly into the finest kind of layers.

★ Uniform — fast growing flock of Red-Rock Capons on the farm of James Burke, Willow Grove, New Jersey.



Laid Steadily . . 60% to 75%

The 200 chicks I received last year were very satisfactory both in egg production and in growth for meat. My chickens received on the first of June began to lay the middle of November — have laid steady from 60 to 75% to date.

Harry A. Brown, Newark Valley, N. Y.

QUICK CHANGE FROM FAILURE TO SUCCESS

In April 1940 we bought a desolate farm with the intention of making a chicken farm out of the same. We had no experience and our first year was a complete failure. We bought 1000 chicks from another hatchery and by the end of the first year we had only 250 left. We admit that our lack of experience was partly to blame for this tremendous loss. However during this adverse year we read about your chicks in the Journal-American and started doing business with Wene Chick Farms.

On the 8th of May of this year we got from your farms 200 Super X White Leghorn birds. We are satisfied with them. Every one is a prize chicken. We have 180 left after culling, and those left are laying 75%. At the end of their laying year we will send you a complete laying-record.

On June 16th, 1941, we received 500 Red-Rock broiler chicks from you, a batch of which one chick was as beautiful as the other. We sold them, some in New York on the market, others to private sources. We realized \$89.75 profit. We think that your selected chicks were responsible for this success.

We are building some new coops at present and are looking forward to a new year with confidence.

W. Tonn, Peconic Ave., Medford, N. Y.

BUILDS FINE BUSINESS ON CAPONS

Last Spring we bought a flock of Bram-Rock and Red-Rock roosters from you. This is to report that they are a fine bunch. I caponized around 75 of them. The Red-Rocks matured a little faster and brought a fancy price at Thanksgiving. They were not as large as the Bram-Rocks which we will keep until Christmas or New Years. The Bram-Rocks are a bigger bird and take a little longer to plump up, but I can see now they will be well worth it.

Out of that bunch we had 40 pullets which, plus the ten toe-punched New Hampshires of which six were pullets, we will have our own winter eggs plus a few extra to supply a few customers. These customers insist we have "good eggs."

We have worked up a capon trade here. If they buy one they are certain to come back for more and we will have to keep more next year to supply the demand for them.

I'm sure the success begins with Wene Chicks which live and with ordinary care show good results.

Frank Van Hemel, R. 1, Clifton Springs, N. Y.

Best Record of Any He Ever Had

A few lines in regard to the 800 Red-Rock chicks bought from you in October. We sold 770 at the age of 10 weeks with a total weight of 2004 lbs., with an average of 2.60 which I think was extra good.

We made a profit of \$84.47 at the price of 16c per pound. I have been growing chicks for 15 years and will say your chicks made the best record of any I ever bought.

Chas. T. McMillan, Gainesville, Ga.

WENEcross BRAM-ROCKS . . .

Fast Growth to Great Size...for Supplying the Heavy Roaster Trade

The soft roaster growers of South Jersey were looking for a bird that would develop rapidly, attain the weight of eight to twelve pounds and remain soft without caponizing.

The Light Brahma attains great weight but is somewhat slow of growth.

By mating Select White Rock hens with Light Brahma cockerels, we produced cross-breeds which would be faster growing than the Light Brahma, yet equal them in size. We named this new strain the Bram-Rocks.

The Bram-Rocks grow rapidly to great size. They make fast gains at low cost. Should you desire to sell them at an earlier age, they make excellent broilers and light roasters.



★ Typical Bram-Rock rooster and pullet . . . the result of blending Light Brahma Cockerels and selected White Rock Hens.

The Bram-Rocks dress out nicely, giving a plump, clean carcass with rich yellow skin. There are practically no dark pin feathers.

The Bram-Rock makes a very superior capon. The males may be caponized when about ten weeks old. Most growers do not consider caponizing necessary in the case of the Bram-Rocks. The meat remains very tender, even when the birds reach great weight. This is especially true if the birds are kept in close confinement for finishing.

Some growers sort out the pullets and keep them for egg production. They make excellent winter layers, producing large brown eggs. At the end of the laying season, the birds can be readily fattened into superior market fowl.

If you have an outlet for a fancy grade of heavy roasters, by all means, try the Bram-Rocks. They will help you win and hold trade.

100 Chicks Clear \$100.00

For the past eight years as a rule, I have bought 100 Bram-Rock day-old chicks for meat. My first order arrived in March, R.F.D. As our private road was blocked with snow, I went out to the main road, one-half mile, with snow shoes in a mild blizzard to get them. The chicks were pretty cold when I opened the crate in our warm kitchen to feed and water them. However only two were dead and another had died by morning.

Our temperature in the Winter often drops to 50 degrees below. Having no brooder, at night I put them in five carton boxes with holes punched in the side and a bath towel over the top. In each I put a heavy woolen army quart canteen of boiling water. The first week I kept track of the temperature by hanging a thermometer in the box and sometimes had to re-heat the water about 3 a.m. As soon as it was light enough I removed the chicks to trays for feed, water and exercise in a warm room of about 80 degrees. At about three weeks, I moved them into pens in a warmed basement and at about six weeks of age, when the snow was gone, I put them outdoors.

By selling dressed chickens in July and August, I cleared \$100.00 on my first 100 chicks with a ready market. A proprietress of a boarding house told me it was cheaper to buy mine at 35c although she could buy hens at 20c because in the five-month-old Bram-Rocks there was no waste and the quality so far superior.

This year my chicks did even better, as I had plenty of sour milk for two or three months and later succulent greens. At six months the last rooster dressed 9½ lbs. So beautiful was the small remaining flock in September that an artist came to sketch them.

As a hobby, raising day-old Wene Bram-Rocks for meat has great possibilities, not only for pleasure but for financial returns. Compared with all other chicks which I have seen, they are gentler, sturdier, quicker growing and cannot be surpassed for tenderness and quality of meat.

Olive C. Scofield, Olmstedville, New York.

START LAYING IN 4 MONTHS, 7 DAYS

This is just too good to keep to myself, so I must tell you and also congratulate you on this year's chicks. April 1st, 1941 I received from you 65 Bram-Rocks and last Friday, August 7th, 1941 we gathered our first pullet eggs. Just four months and seven days from the time of hatching, and today, August 11th, the Red-Rock "Barred" laid their first egg, same age. Please tell me who can beat it. Hurray for Mr. Wene, and lots of luck always!

Mrs. Wm. Keator, Arkville, N. Y.

Am I Lucky, or Are Chicks So Perfect?

I do say many thanks for shipping my chicks as you did. They are just fine. Am I lucky, or are the chicks so perfect? I haven't lost one by sickness so far out of my 225. I do wish you could hear the praise I get on my Bram-Rocks. I put the credit all on you, as I really know nothing about chicks.

My Bram-Rocks were two months old June 1st. June 7th I dressed three, weighed 9½ lbs. They are beauties. Also the 125 Barred Rocks, same age, weigh 3 lbs. each. I'll say the man is proud of them.

Mrs. Wm. Keator, Arkville, N. Y.

11 POUND CAPON AT 10 MONTHS

I am very glad to again place my order with you for your Super Grade of Bram-Rock chicks, as we have had wonderful success with these Bram-Rocks, and I like them better than any breed we have ever tried. They are splendid layers and make excellent capons. We had one last Sunday that weighed 11 lbs., dressed, and this was just about ten months old.

E. K. Webster, Haddon Heights, N. J.



At Auction after Auction the VALUE of WENE BREEDING Shows up in Cash Premiums . .

Gets 5c Over Local Market

In April, 1940 I purchased from you 250 Super Mating Leghorn Pullets. After losing a few through ordinary causes, and culling of same, I put 200 pullets in the laying house. I received my first egg from them on August 18th. As near as my records show these pullets have produced on an average of a little better than 60% throughout the laying year.

All of my eggs were taken to the Southern States Co-operative, and if my records are correct these pullets laid 114 cases in 12 months, 70% of which were extra large, the balance of about 30% graded out as pullets and standards. Prices ranged from as low as 18c a dozen last year, to as high as 44c this year. All told, these pullets laid 123 cases of eggs throughout the laying year, and by having my eggs graded they always bring 5c more over the local market quotation. When I checked over my flock this Fall, I found I had lost approximately 9%.

I sincerely believe that Wene breeding had everything to do with my obtaining the best possible prices through the Cooperative, than any other breeds I have purchased, due to the largeness and quality of the eggs.

The pullets I purchased from you this March started laying at the end of July, and if appearance, body weight and laying quality mean anything, they are the best I have ever had.

E. A. Fleet, Fleeton, Va.

GETS PREMIUM PRICES CONSISTENTLY

We bought 200 sexed Super X White Leghorn Pullets from you on May 1st, 1940. Naturally we culled them at housing and had a beautiful flock of 165 hens on May 15, 1941 at which time I began to record their production again.

In the last six months we shipped 50 cases of eggs to the "Nearby Egg & Poultry Producers Cooperative Association Inc." in Oneonta, N. Y. Of these 50 cases, 35 were standard large whites, bringing an average price of 33¼c per dozen; 15 cases of standard mediums averaging 29¾c per dozen. Our prices have consistently run four cents a dozen over local returns.

Mrs. Jay J. Buckley, R. 1, Otego, N. Y.

Got 5c to 8c Above Average Price

I bought 300 day-old Wene Leghorn-Minorcas Pullets in the year of 1939 and also 300 in 1940. I received the chicks each year in good condition, strong and healthy, and had good luck with them each year. They grew up fine, developed into wonderful hens. I housed 250 extra good hens each year.

After laying a short period the eggs graded all large fancy, with a few mediums. I got from 5 to 8 cents above average price for my eggs. The Leghorn-Minorcas sure do lay a large white egg. These hens laid very good, in fact, unbelievable to any person who had never tried Wene Leghorn Minorcas for layers. During the laying period the average of these hens were 80 to 85%.

At the end of the laying period in 1939 year, from the hens I had, 230 were left to sell. In 1940 I had 225 hens left. I sold the hens each year and got top price for meat.

Thomas Toth, Maryland.

GETS PREMIUM PRICES ON NEW YORK MARKET

Having no auction or cooperative in this section we have to send our eggs to the New York Market. We now ship to Samuel Wils, 44 Hudson St., New York. We get 3c premium on our Specials and 1c on Mediums. We ship 5 to 6 cases per week and sell about 1 case at retail here.

We sold 252 cases of eggs during the last twelve months. We have only three grades: Specials, Mediums and Pullets. We shipped or sold about 15 cases Pullets, 75 cases Mediums and 162 cases Specials during past year. Our flock laying record shows our production for year was 7560 dozen.

David Malin, Narrowsburg, New York.



TOP . . An exterior view of the Vineland Egg Auction building.
BELOW . . An interior view of the Vineland Egg Auction in action.

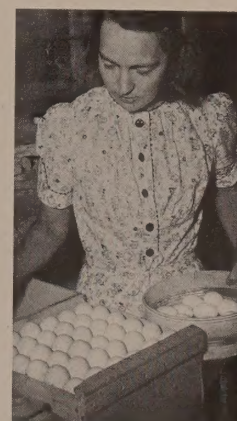
Interior Decorator Turns Poultry Woman

Miss Victoria Donderewicz of Savona, N. Y., was an up-and-coming interior decorator in Rochester until her doctor told her she must have more restful outdoor work. Now she raises Wene chicks with plenty of pleasure and profit as these paragraphs from her letter indicate:

"I ship the eggs to the G. L. F. Cooperative in New York City, where I get top market prices for the Quality eggs, which is the highest rating you can get. It pleases me to get and maintain this quality the year round. It has been my privilege to hear Professor Botsford of Cornell University at one of our poultry meetings discuss the importance of breeding regarding size of egg, texture of shell, color of shell, interior quality of an egg, longevity of chickens, disease resistance, etc. which carries out strongly my opinion that Wene's quality chicks are the answer for greater profits in eggs and poultry.

"From January, 1940 to January, 1941 about 225 cases of eggs were sold to the G. L. F. Cooperative. Large eggs run 4880 dozen or 162 cases to 1530 dozen mediums or 51 cases, 100 dozen pullets or four cases, 202 dozen pews or 7 cases. I received for quality large eggs from 23½c to 50½c per dozen; for mediums 19c to 40½c per dozen; for pullets 22c to 34c per dozen; pews from 14c to 30c per dozen. By getting high quality eggs and maintaining that quality when they arrive in New York City, I get from 5c to 10c above local market prices per dozen.

"Therefore, I would say that Wene's breeding program is the answer for large size eggs, good production per hen, good texture of shell, good interior quality, early date of maturity of pullets, rapid growth and feathering, healthy stock, disease resistant stock and other innumerable advantages that make for greater profit from poultry and eggs."



Miss Donderewicz weighing and packing eggs in the cellar of her home.

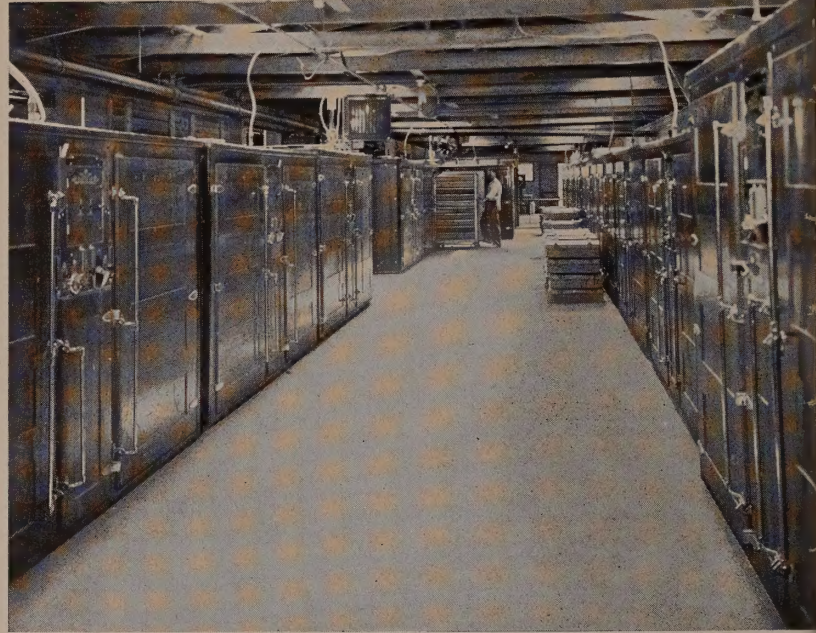
WENE CHICK FARMS



Some of the fine modern buildings on the Wene Poultry Farm



ABOVE . . An aisle in the incubator room
BELOW . . Trays of selected hatching eggs



ABOVE . . Another view of incubators in our modern hatching plant



• Our incubators are of the most modern design — electrically operated. We have spared no expense in securing the finest equipment money will buy. The most important factor in the production of rugged, livable chicks is the proper balance between humidity, temperature and ventilation. All these things are under complete, automatic control. Wene "Extra-Profit" Chicks are incubated and hatched so as to retain all the qualities of the parent stock.



• By setting only large size eggs — the kind produced by hen breeders — we assure your getting big, husky chicks. Such chicks have what it takes to grow fast, mature early, and keep up heavy production for several years.

A BREEDING AND HATCHING ORGANIZATION WITH MODERN EQUIPMENT AND SKILLED WORKMEN KEYED TO THE PRODUCTION OF BIG, RUGGED, LIVABLE PROFIT-MAKING CHICKS

CAPACITY . . 1,800,000 EGGS AT A SINGLE SETTING

The giant-scale production carried on by the Wene Chick Farms is a natural development brought about by filling the demand for poultry that pays the raiser more profit. It is today one of the largest breeding and hatching plants in the world.

While the ever growing demand for Wene Extra-Profit Chicks has made it necessary to increase incubating facilities tremendously, we have done so only to the extent that we were able to secure and develop healthy, high production bloodlines which met our rigid standards. Today we are able to use these vast facilities to cut production costs to the lowest possible point. Savings thus effected have been used to develop and still further improve the breeding quality of our strains. Our large scale operations and immense facilities also assure dependable service on any size chick order . . . no disappointments . . . no delays.

We Hatch Every Week in the Year

Breeding and hatching chicks is just like any other business. The more efficiently manufacturing equipment is operated the lower you reduce your costs. A hatchery that has a demand which enables it to operate the year 'round has a natural advantage over the plant which is producing only four or six months out of the twelve. Our plant is never closed. There is never a time when our customers do not want Wene Chicks. We are the busiest during the spring months but continue to near full capacity during the fall and even in mid-winter hatching our famous cross-breeds and heavy breeds for broiler and roaster production.



You Are Welcome TO VISIT OUR PLANT AT ANY TIME AND SEE ONE OF THE WORLD'S LARGEST CHICK PRODUCING INSTITUTIONS. OUR EFFICIENT, SMOOTH-RUNNING ORGANIZATION FROM OFFICE TO SHIPPING DEPARTMENT IS A REVELATION TO MANY.

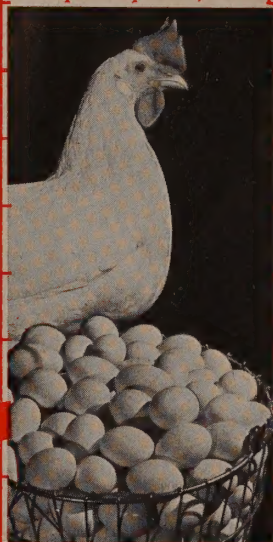


● These skilled and trustworthy men and women are the people we employ the year 'round in our breeding and hatching operations. They have a big part in producing Wene Extra-Profit Chicks and are in no small way responsible for our growth during recent years . . . In our extensive program of producing profit-making stock at more reasonable prices for the grower, each person has an important job. . . Our skilled poultrymen . . . in charge of breeder selection, mating and bloodtesting . . . as well as the people in charge of incubation, are under the general supervision of Mr. Wene.

Think of Egg Sales When You Buy Your Chicks

*A little more for Chicks may mean
a lot more in PROFITS*

EGG PRODUCTION



U. S. - NEW JERSEY APPROVED UTILITY MATING

Wene's Utility Mating chicks are distinctly better than the ordinary standard grade chick; for these are U. S. - New Jersey Approved just as our finest grade is. This means that they are produced under the same high standards and with the same care as our Super and Super X Mating Chicks. The difference, of course, is in the egg-production breeding background. However, these Utility Mating chicks represent unusually big value for the money. All the eggs from which these chicks are hatched come from breeding birds that have been individually culled, legbanded, and bloodtested under the supervision of U. S. - New Jersey authorities.

U. S. - NEW JERSEY APPROVED SELECT MATING

In the case of the Leghorns in this grade, all the dams are HEN breeders weighing four pounds or more. The majority of the sires are cockerels hatched from our State Certified R.O.P. Super Matings — grandsons from dams with records of 200 to 288 eggs. The eggs set from these matings average from 25 to 30 ounces and the shells must be absolutely chalk-white.

In the case of Select Mating Heavy Breeds, the eggs must average at least 25 ounces to the dozen. The breeders are carefully selected for size, skin color, plumpness, and plumage as well as egg-production qualities. Many breeders are bloodtested twice during the year.

U. S. - NEW JERSEY APPROVED SUPER MATING

In the case of White Leghorns, we will have over 25,000 U. S. - N. J. Certified HEN Breeders mated to Official State R.O.P. Cockerels with Dam records of 200 to 250 eggs. The females are 2, 3 and 4 year old hens of approved laying ability, weighing 4 lbs. or more. Eggs average over 25 to 30 oz. per dozen. The shells are pure chalk-white.

In the case of Heavy Breeds, females from our Super Mating are carefully selected for size, skin color, plumpness and plumage. They are mated to outstanding vigorous males backed by high egg records. Eggs set from our Super Matings average at least 25 to 30 oz. per dozen.

Guarantee

In shipping, we guarantee 100% live delivery and full count of good, strong, healthy chicks. We assume all the risk of shipping and will replace, free of charge, all chicks dead upon arrival. We will also replace at one-half our regular price any that die from the 1st to the 14th day. Losses must be reported within three weeks after delivery. Open boxes and count chicks in the presence of your deliveryman and if there is a loss, ask him to sign a slip to that effect. Return this and we will replace immediately chicks lost, or allow credit for same on a later order.

WENE CHICK FARMS
VINELAND, NEW JERSEY

U. S. - NEW JERSEY APPROVED SUPER-X MATING

In our Super X Mating White Leghorns are U. S. - N. J. Certified "All HEN Breeders" mated to Official State R.O.P. Cockerels with dam records of 200 to 300 eggs. The females are 2, 3 and 4 year old HENS of exceptional laying ability, weighing 4 lbs. or more. Eggs from our Super X Matings average from 25 to 30 oz. per dozen. The shells are pure chalk-white.

In our Super X Mating Barred and White Rocks, R. I. Reds and New Hampshire, over 20,000 Breeders are U. S. - N. J. Certified. All females are headed by Official State R.O.P. Cockerels with Dam records of 200 to 300 eggs. All eggs set must average 25 to 30 oz. per dozen.